

LIFE

274 LABORATORY MICE

MARCH 1, 1937 10 CENTS



All year Round,
4 out of every 5
miles you drive
are Stop and Go

SNOW on the road can double your stops, and you average 30 stops a day in ordinary weather.

"Starting up" from a normal traffic stop only once can waste enough gas to take you $\frac{1}{3}$ of a mile!

To reduce the waste of stop-and-go, Shell developed a way to "balance" gasoline. This balancing process completely rearranges the chemical structure of gasoline.

Just as cooking will make food digestible for you, Shell's process makes gasoline "di-

gestible" for your motor.

Under all stop-and-go driving conditions, you get the full benefit of Super-Shell's high energy content.

"Motor-Digestible" is the best way to describe this gasoline.

Super-Shell is on sale from coast to coast. Be thrifty and stop at the Shell station in your neighborhood today.



SUPER-SHELL

HAS DRIVEN PLYMOUTH 102,000 MILES: STILL LOVES TO DRIVE IT

*The Car that
Stands Up Best—*

*Look at this record of Oscar Hurless' 1929 Plymouth... never
relined brakes—only work on engine was having valves ground
once—6 years on same battery—uses original tire as spare!*

**Big 1937 Plymouth has still
more long-life features**

THIS WAS THE FIRST Plymouth in Hastings, Michigan.

"Still got two of the original spark-plugs," says owner Oscar E. Hurless, "and I've had only one job on the engine—valves ground—in eight years!"

"I'm sure no one ever got off easier on cost, or had more satisfaction with a car than I've had with Plymouth!"

BECAUSE IT WILL STAND UP BEST, Plymouth has the highest resale value of "All Three" low-priced cars.

It's truer than ever of the 1937 Plymouth. This big, all-steel body stays quiet. The double-acting hydraulic brakes are self-equalizing...sure, safe.

There are rubber mountings between body and frame. Huge shock-absorbers. Balanced-action springs. Scientific sound-proofing. All-silent transmission. Hypoid rear axle. *More features for rugged reliability than ever before!*

Owners report 18-24 miles per gallon of gas...save on *all* upkeep.

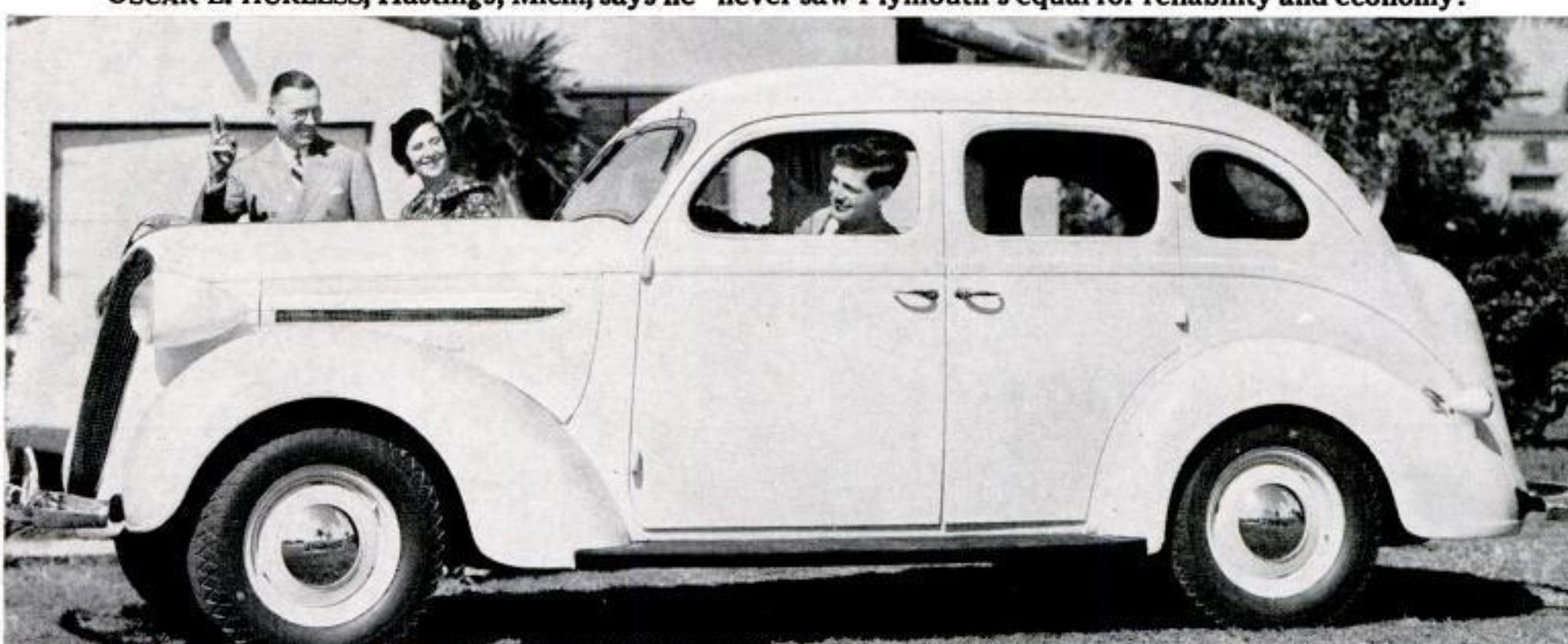
Drive a 1937 Plymouth...ride in it. You'll learn that Plymouth's comfort and performance are just as outstanding as its ability to stand up...and save you money. **PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.**

PRICED WITH THE LOWEST

Today, you'll find Plymouth is priced with the lowest...and offers very convenient payment terms. You can buy a beautiful, big new Plymouth for as low as \$25 a month. The Commercial Credit Company has made available—through Chrysler, De Soto and Dodge dealers—terms which you will find fit your budget...and make it exceptionally easy to purchase...and enjoy...a new Plymouth *today*.



OSCAR E. HURLESS, Hastings, Mich., says he "never saw Plymouth's equal for reliability and economy!"



THE BIG, beautiful 1937 Plymouth De Luxe Four-Door Touring Sedan, with spacious built-in trunk.

PLYMOUTH BUILDS GREAT CARS

This One

Page 1 LIFE Mar. 1

DFJN-HOJ-7X16



Copyrighted material



HOW A MAN OF 40 CAN RETIRE IN 15 YEARS

IT makes no difference if your carefully laid plans for saving have been upset during the past few years. It makes no difference if you are worth half as much today as you were then. Now, by following a simple, definite Retire-

ment Income Plan, you can arrange to quit work forever fifteen years from today with a monthly income guaranteed you for life. Not only that, but if you should die before that time, we would pay your wife a monthly income as long as she lives.

\$200 a Month beginning at age 55

Suppose you decide that you want to be able to retire on \$200 a month beginning at age 55. Here is what you can get:

1 A check for \$200 when you reach 55 and a check for \$200 every month thereafter as long as you live.

This important benefit is available alone; but if you are insurable, your Plan can also include:

2 A life income for your wife if you die before retirement age.

3 A monthly disability income for yourself if, before age 55, total disability stops your earning power for 6 months or more.

This Retirement Income Plan is guaranteed by the Phoenix Mutual, a company with over half a billion dollars of insurance in force and a record of more than 75 years of public service. If you want to retire some day, and are willing to lay aside a portion of your income every month, you can have freedom from money

worries. You can have all joys of recreation or travel when the time comes at which every man wants them most.

The Plan is not limited to men. Similar plans are available to women. It is not limited to persons of 40. You may be older or younger. The income is not limited to \$200 a month. It can be more or less. And you can retire at any of the following ages that you wish: 55, 60, 65, or 70.

What does it cost? When we know your exact age, we shall be glad to tell you. In the long run, the Plan will probably cost nothing, because, in most cases, every cent and more comes back to you at retirement age.

Write your date of birth in the coupon below and mail it today. You will receive, without cost or obligation, a copy of the interesting illustrated booklet shown at the left. It tells all about the Plan. Send for your copy of the booklet now. The coupon is for your convenience.

Copyright 1937, P. M. L. I. Co.

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

Phoenix Mutual Life Insurance Company
213 Elm Street, Hartford, Conn. Please send me by
mail, without obligation, your book describing the
PHOENIX MUTUAL RETIREMENT INCOME PLAN.

Name _____

Date of Birth _____

Business Address _____

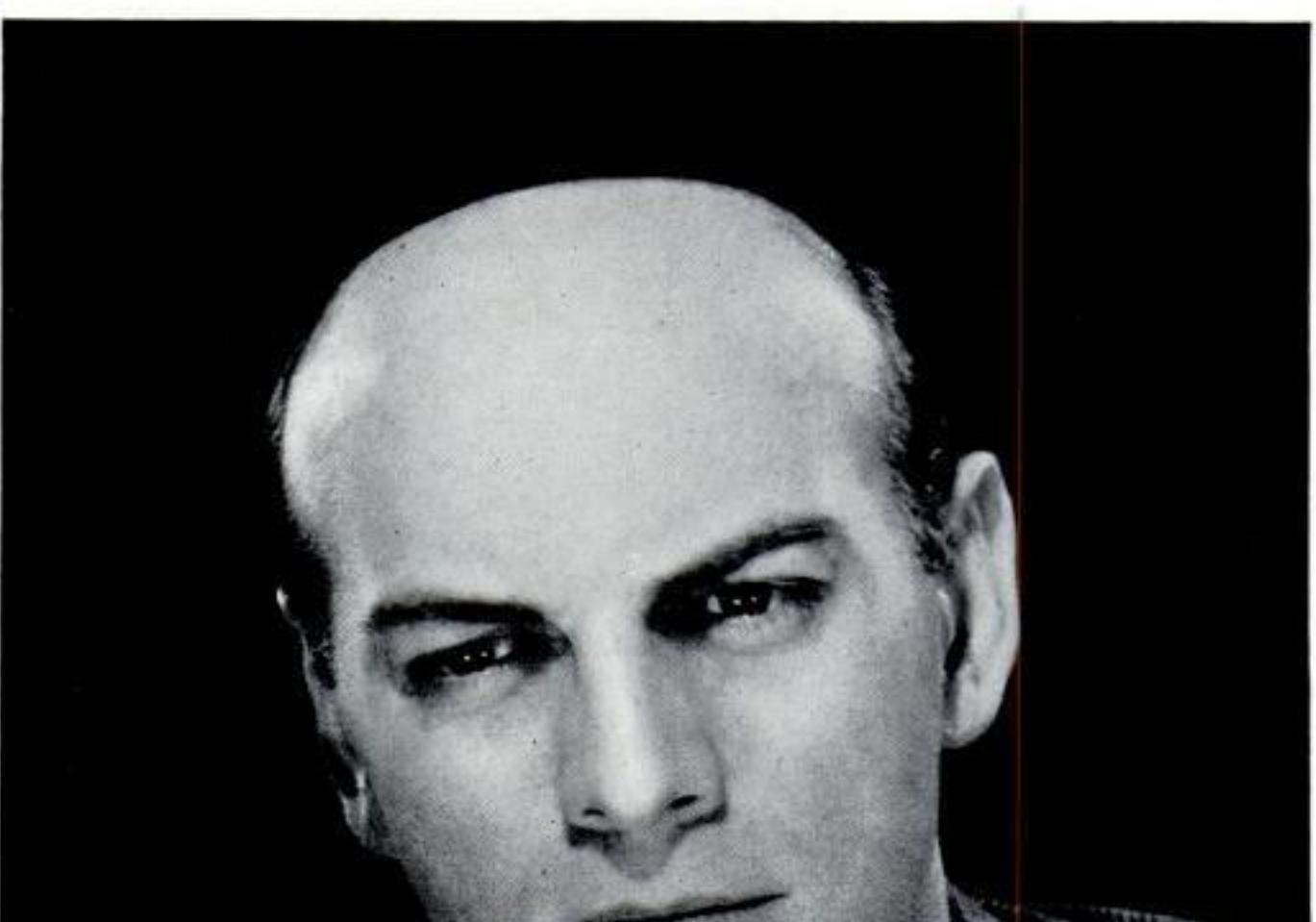
Home Address _____



When he checks his hat



He checks his youth



Don't let this happen to you

DO YOU have dandruff? Do hairs come out on your comb? Is your foliage thinning out at the temples, on the top of your crown?

Do you ever quail in front of the mirror when you think how you'll look to the ladies in another year or so?

Then start with Kreml today or you, too, may soon be checking your youth with your hat.

Kreml is a remarkable tonic. Its efficiency in removing dandruff is sworn to by thousands of grateful men and women.

Kreml stimulates and cleanses the scalp, supplies an oil balance to the hair, gives it the vibrant look of lustrous new life and vitality.

A wonderful dressing, too. Not greasy or sticky, yet it keeps the hair neat as a pin. Women, too, love Kreml. It imparts such a rich sheen to the hair before and after permanents.

Ask your druggist for Kreml today. Ask for a Kreml scalp treatment the next time you see your barber.

KREML

REMOVES DANDRUFF • CHECKS FALLING HAIR
NOT GREASY • MAKES HAIR BEHAVE

now greatly
reduced in price

Is Your Name Here Now?

BELOW, with 124 new additions, is a list of surnames of some of the most distinguished American families. Our research staff, over a period of years, has completed preparation of manuscripts dealing with the history of each of these families. If your name is listed, you should have a copy of your manuscript. You will find it not only of keen interest, but a source of pride and satisfaction to yourself and your kin.

YOUR FAMILY HISTORY ~ \$2.00



Each manuscript is a GENEALOGICAL and HISTORICAL sketch of the family from earliest times, showing its origin and growth, its place among the gentry in Great Britain or on the Continent, its part in the founding and development of America, and its achievements in this country. The derivation of the name itself is traced; family traits and characteristics are brought out; and genealogical data are set forth. Each history is a separate and distinct work painstakingly compiled from the most authentic sources. Bound as it is in an attractive cover, the manuscript may be filed among your family records or other important documents. It should serve as background material for your immediate family history and as a basis for the genealogy of future generations. Free, with each order, will also be sent a copy of "The Romance of Coats of Arms" —an illustrated booklet of special value to those interested in this fascinating subject.

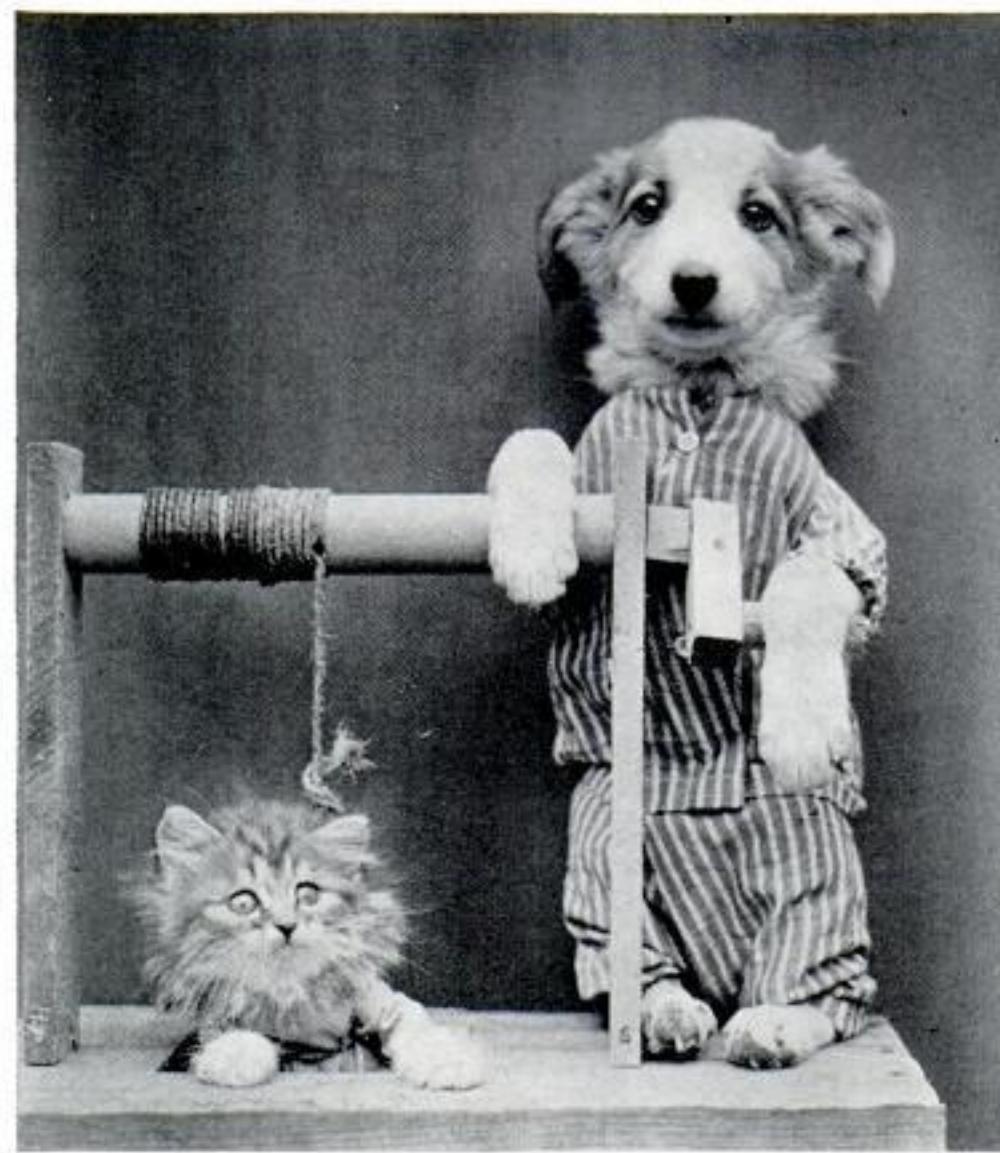
The following is our latest revised list. The coupon, with \$2.00 (no other charge), will bring you your manuscript by return mail. Satisfaction is assured by our unconditional money-back guaranty. Any two manuscripts may be had for \$3.75; any three for \$5.00. *Send for yours today.* MEDIA RESEARCH BUREAU, Dept. 233, 1110 F St., Washington, D. C.

Abbott	Bachelor	Bowling	Carver	Crow (e)	Dyer	Frank (e)	Hatfield	Kenner	Masters	Newman	Prindle	Scott	Stroud	Wallace
Abel (1)	Batches	Bowman	Carwright	Crowder	Eames	Franklin	Hathaway	Kenn (e) y	Masterson	Newton	Pringle	Scovil (le)	Stryker	Waller
Abernathy	Bates	Boye	Cassell (1)	Crowell	Eaton	Fras (i) er	Hawkins	Kent	Mather	Nicholas	Pritchard	Sears	Stricker	Wallis
Abernethy	Batten	Boyd	Cassady	Crozier	Eddy	Fritz—Fritts	Hawk (s)	Kern (s)	Mat (t) hews	Nichol (1) s	Proctor	Sebastian	Stuart	Walsh
Abraham (s)	Battle	Boyer—Bowyer	Cassady	Crump	Edgerton	Frost	Hawley	Kerr	Maxwell	Nicholson	Procter	Seel (e) y	Stubbs	Walter (s)
Ackley	Bauer	Bracken	Cecil	Culp—Kulp	Edmonds	Fuller	Haywood	Killam	McAdam (s)	Norris	Pryor—Prior	Selden—Seldor	Stump (e)	Walton
Adair	Baugh	Bradford	Chaffee	Culver	Edmunds	Fulton	Haywood	Kimball	McAllister	North	Rainey	Sellers	Sturges	Wa (l) msley
Adam (s)	Baxter	Bradley	Chalmers	Culver	Edmunds	Gage	Haz (z) ard	Kimble	McAllister	Northrup	Ralston	Sempie	Sturgis	Ward
Adkins	Bayliss—Bayless	Brady	Chamberl (a) in	Cummin (g) s	Edmon (d) son	Garfield	Heal (e) y	King	McCart (h) y	Northrop	Ramsey	Seward	Sullivan	Ware
Agnew	Beach	Bragg	Chambers	Cunningham	Edwards	Garrett	Heard	Kingman	McClain	Norton	Ramsell	Sexton	Sunmer	Warfield
Aiken (s)	Beauchamp	Brainard	Champion	Curry—Currie	Eldridge	Gerhart	Heath	Kingsbury	McClure	Odell	Rand	Sheffield	Sutcliffe	Waving
Ainsworth	Beal (e) — Beall	Brainerd	Chandler	Curtis	Elliot (t)	Gale	Hedge (s)	Kinney	McCormick	Odgen	Randall	Sheffield	Sutcliffe	Waving
Alden	Bean	Brayton	Castle	Crumpt	Edgerton	Galloway	Helm	Kirby—Kirby	McCunn	McEwan	Quicks	Seymour	Sutherland	Warner
Alderson	Bear	Bricken	Cecil	Culp—Kulp	Edmonds	Gallup—Gallo	Henderson	Kirk	McEwan	Ogilvie	Quinn	Shaf (f) er	Sutherland	Warren
Alexander	Beaub	Bradford	Chaffee	Culp—Kulp	Edmonds	Garber	Henkel—Henkle	Kirkham	McEwan	Oglesby	Rankin	Shelton	Sutton	Warren
Alford	Beaton	Bradley	Chalmers	Culver	Edmunds	Gard (i) ner	Herbert	Kirkpatrick	McDaniel (s)	Olin	Ranney	Sheppon	Swain—Swayne	Warwick
Alger	Beatty—Beattie	Brady	Chamberl (a) in	Cummin (g) s	Edmon (d) son	Garfield	Herman	Kline	McDonough	Oliver	Rainey	Sharp (e)	Sheppon	Swain—Swayne
Allen—Allan	Beck	Bright	Chester	Daggett	Eldridge	Gerhart	Herrick	Knapp	McDowell	Olmste (a) d	Ramsey	Ramsell	Sheppon	Swain—Swayne
Allison	Becker	Brin (e) kerhoff	Chew	Deacon	Emery	Gerry	Higgins	Knight	McElroy	O'Neil (1)	Rathbun	Ratcliff (e)	Shep (p) ard	Talbot (t)
Alston	Beckwith	Brinton	Child (s)	Dana	Emmett	Gibson (s)	Hill	Lake	McKee	Orr	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Alvord	Bebe	Brenton	Chiles	Daniel (s)	Endicott	Gibson (s)	Hilton	Lamb	McKinley	Osborn (e)	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Ambler	Beecher	Britton	Chinn	Dan (n)	Engle—Engel	Gill	Hite—Hight	Lamont	McKinley	Overton	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Ambrose	Beer (s)	Brittain	Chisholm	Darby	Darling	Gillespie	Hoag—Hoag	Langford	McGowan	Ray	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Ames	Belcher	Brock	Choate	Darling	Edgerton	Gillet (t)	Hoar (s)	Latham	McGowen	Reade	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Anderson	Belden	Brooks	Christie	Daugherty	Edmunds	Gifford	Hobart	Lathrop	McGowen	Reading	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Andrews	Bell	Brough	Christy	Davenport	Edmon (d) son	Gilbert	Hobart	Lathrop	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Angel (1)	Bellamy	Broughton	Church	Dav (e) y—Davie	Edmon (d) son	Giles	Hobart	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Anthony	Bellinger	Brot (u) wer	Churchill	Dav (e) y—Davie	Edmon (d) son	Gill	Hobart	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Appleby	Bellows	Brown (e)	Chute	Davidson	Edmon (d) son	Gilmour	Hobart	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Appleton	Benedict	Browning	Clark (e)	Davies	Edmon (d) son	Gill	Hobart	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Armitage	Benjamin	Browlee	Clay	Davies	Edmon (d) son	Gilmour	Hobart	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Armstrong	Benn	Brownlow	Clement (s)	Dawson	Ewing	Glasgow	Hobart	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Arnold	Bennett	Bruce	Clemens	Day	Gill (i) am	Glasgow	Hobart	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Arthur	Benson—Benser	Bruce	Clem (m) ons	Deal	Gill (i) am	Gleason—Gleeson	Glass	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Ashey	Bent	Bryan (t)	Cleveland	Deacon	Gill (i) am	Glynn—Glynn	Globe	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Ash (e)	Bentley	Buchanan	Cline	Deacon	Gill (i) am	Glynn—Glynn	Glover	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Ashley	Benton	Burg—Bergin	Clinton	Delan (e) y	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Ashton	Bernard	Bush (1)	Close	Dell	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Aston	Bernard	Bulld	Coat (e) s	Denn (e) y	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Atchison	Bertram	Bunce	Cobb	Dennett	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Atherton	Bertrand	Bunker	Cochran (e)	Dennis	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Atkins	Bett	Bunn	Cody	Den (n) son	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Atkinson	Bevan (s)	Bunnell	Coe	Den (n) son	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Atwater	Beverl (e) y	Bonnell	Coffey—Coffee	Derby	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Atwell	Beyer	Bunting	Coffin	Devon	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Atwood	Bickford	Burchard	Colvin	Dewey	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Austin	Biddle	Burgess	Conant	Dill	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Avery	Bidwell	Burlingame	Conklin (g)	Dinsmore	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Axtell	Billings	Burnett	Dixon—Dickson	Fisk (e)	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Ayers—Ayers	Bingham	Burnham	Collier	Dixie	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Babbitt	Bishop	Burns	Dickens	Finch	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Babcock	Bixby	Burr	Dickinson	Finch	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Bacon	Black	Burrell—Burrill	Colvin	Dickin	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Badger	Blackburn	Burrill	Compton	Dill	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Bagley	Blackstone	Burrows	Conant	Dill	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne
Bailey	Blackwell	Burton	Conklin (g)	Dixie	Gill (i) am	Glynn—Glynn	Goddard	Laz	McGowen	Page—Paige	Rathbun	Ratcliff (e)	Talbot (t)	Wayne

SPEAKING OF PICTURES . . .



The watermelon picture above is one of the most successful Frees photographs. It was hard to take because the



puppy really ate the melon and, not liking it, wanted nothing more to do with it. Inspiration for the centre



picture was Mother Goose's Pussy in the Well. The picture above is convincing because the dog looks hungry.



Mr. Frees will not tell how he keeps his subjects posed in such difficult positions as these. He admits only that



objects like forks and needles are tied to their paws. Probably he uses concealed wires. No animal protective



societies have ever accused him of cruelty to animals. Some have praised and admired his work.



The most popular Frees subject is the kitten. It is easier to photograph than the puppy. Neither can be used after



they are three months old. Rabbits are the easiest animals to photograph, pigs the hardest. Mr. Frees takes



very few pig pictures because, when he poses a pig, all the pig does is to shut his eyes and squeal.

...THESE ARE HARRY FREES'S LIFEWORK

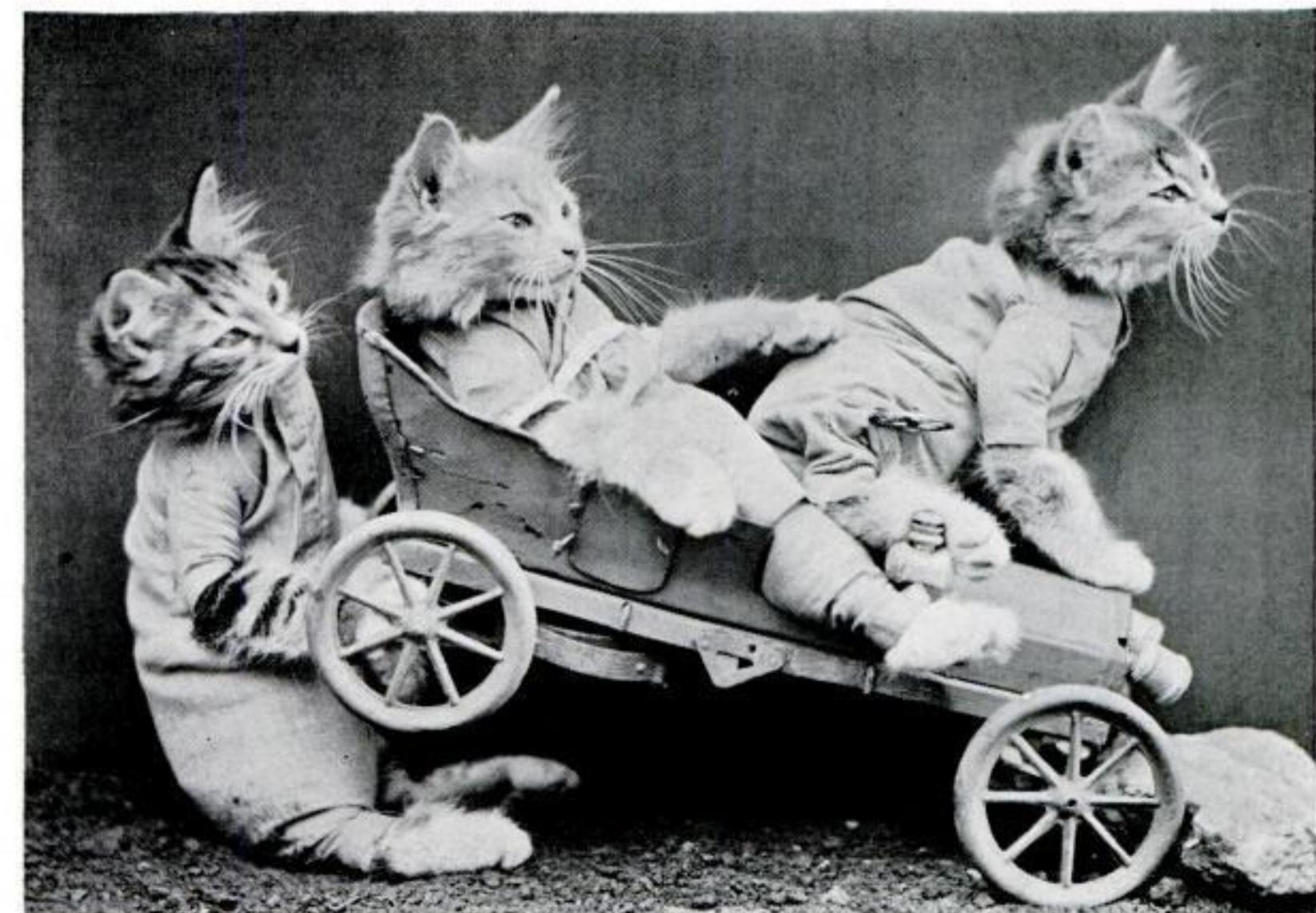
HARRY Whittier Frees of Audubon, Pa. has given the better part of his life to dressing up little animals in human clothes and taking pictures of them. The most famed U. S. photographer of dressed-up animals, he began his career by accident. In 1906, one of the Frees family brought a paper hat to the dinner table. It was passed gaily from head to head until, in a final burst of hilarity, it was cocked on the head of the Frees cat who, up to that time, had taken no part in the fun. Then and there, Mr. Frees decided to take a photograph of the cat wearing a hat. It was so much admired that he took others, sold some to a postcard printer. The printer clamored for more and Mr. Frees began taking pictures of animals in more and more elaborate dresses and poses. He published them with great success in books with stories by himself. Eight years ago he sold some pictures to a newspaper. Now they are published in Europe and New Zealand. Mr. Frees attributes his success to kindly treatment of his models and a sixth sense about animals. He makes exposures at $\frac{1}{5}$ th of a second, has to junk two thirds of his negatives. Moving objects distract kittens, so Mr. Frees has to keep flies out of his studio. Sounds distract puppies, so Mr. Frees keeps barking dogs away. He rents all models from neighbors, breeders or pet shops. His only assistant is his housekeeper, Mrs. Annie Edelman, who sews all the costumes. Though Mr. Frees makes a good living out of his lifework, he finds it so nerve-racking that he works only three months a year. The rest of the time he recuperates and thinks of new situations for his pictures. He says this is one of the hardest parts of his work.



FREES ANIMALS OFTEN GO PLACES. THE PUN ABOVE IS MR. FREES'S OWN



THIS WAS A DIFFICULT SHOT BECAUSE A PIG IS A DIFFICULT SUBJECT



RAPT ATTENTION IS GAINED BY WAVING AN OBJECT IN FRONT OF KITTENS

41 STORIES IN THE AIR...

Yet Safe!

ONE careless step, and in a split-second this man would have plunged to destruction . . . but for the protective laws which require safety belts.

Motorists driving at 60—or even 50—miles per hour are in far greater danger than a window washer with his safety belt . . . when they drive on undependable tires.

Fisk Tires give you PLUS-Protection. The new Fisk patented manufacturing processes reduce the blow-out hazard by giving you extra protection where you need it most . . . in the *Blow-Out Zone*. Not only do Fisk Tires contain more cord fabric than other tires, but it is a special Anti-Friction Cord fabric, without cross-threads to chafe and set up internal heat.

This special fabric, plus the Fisk method of construction, makes possible a more flexible tire. Heat generated by the usual "hinging" action in tire sidewalls is minimized. Tests prove Fisk Tires are 15% cooler at 40 miles per hour.

When it's Time to Re-Tire, protect yourself by demanding PLUS-Protection in the Blow-Out Zone—Get a FISK.

THE FISK TIRE COMPANY, INC., CHICOPEE FALLS, MASS.

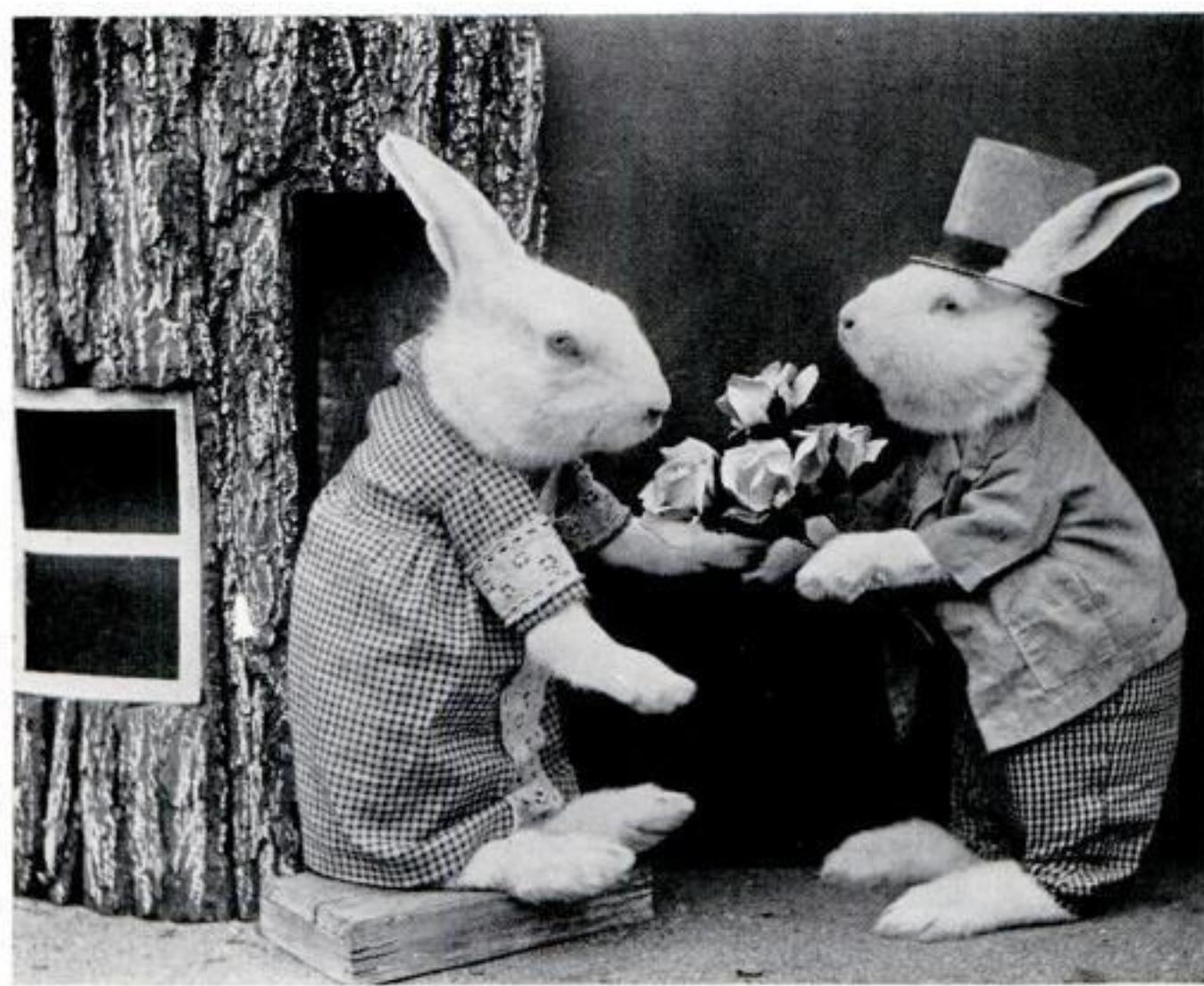
FISK

PLUS-Protection IN THE BLOW-OUT ZONE

TIME TO RE-TIRE
"GET A FISK"



SPEAKING OF PICTURES (continued)



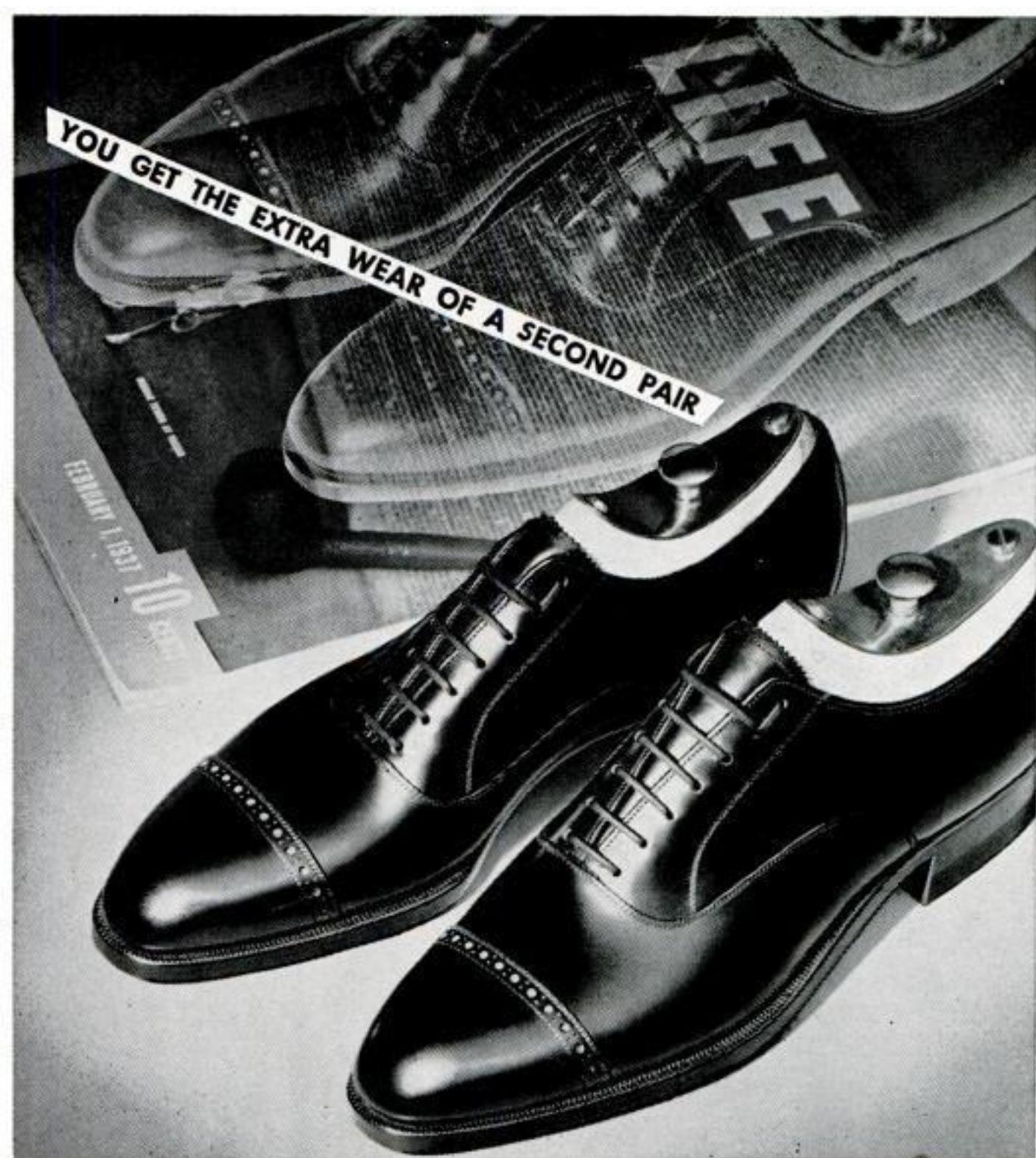
For Easter time Mr. Frees turns out bunny pictures. He has three or four little stories worked out. This romantic one begins with a bunny courtship.



The courtship in the Frees story takes the bunnies to a minister. The Frees pictures have to be moral in every way because many little children read them.



The Frees bunnies do what all bunnies do. They have little bunnies. Rabbits are Mr. Frees's best subjects. They can hold a single pose for a whole minute.



Life Begins at "Forty" FOR FLORSHEIM SHOES

When ordinary shoes reach retirement . . . Florsheims are just approaching "middle age." They're built to give "the extra wear of a second pair" . . . to go on living *half* their vigorous lifetime *after* other shoes would have passed into the discard! For nearly 50 years, we've been putting extra quality *into* Florsheim Shoes so that the wearer would get extra service *out of* them . . . and this policy has built the largest fine shoe business in the world. *Illustrated, The GARFIELD, a Flare-wedge model; S-509 in black; S-510 in brown.*

\$8.75 AND \$10
THE
FLORSHEIM
SHOE

The Florsheim Shoe Company • Manufacturers • Chicago

OF COURSE
YOU'LL WANT
RUG CUSHIONS
TO MAKE YOUR
RUGS FEEL SOFTER
...MAKE THEM LAST
TWICE AS LONG!
...BUT NOT JUST
ANY RUG CUSHION

GET MORE
FOR YOUR
MONEY!

CIRCLE TREAD
OZITE IS THE
FINEST RUG CUSHION
BECAUSE BETTER MADE
OF BETTER MATERIALS.
YOUR RUGS DESERVE THE
BEST...ESPECIALLY SINCE
CIRCLE TREAD OZITE COSTS LITTLE
MORE THAN ORDINARY "PADS"..
LASTS LONGER, STAYS SOFTER. IF IT'S
GENUINE CIRCLE TREAD OZITE
YOU'LL ENJOY IT ALL YOUR LIFE!

OZITE

CIRCLE TREAD
Ozite
REG. U.S. PAT. OFF.
RUG CUSHION
LOOK FOR THE CIRCLE TREAD DESIGN

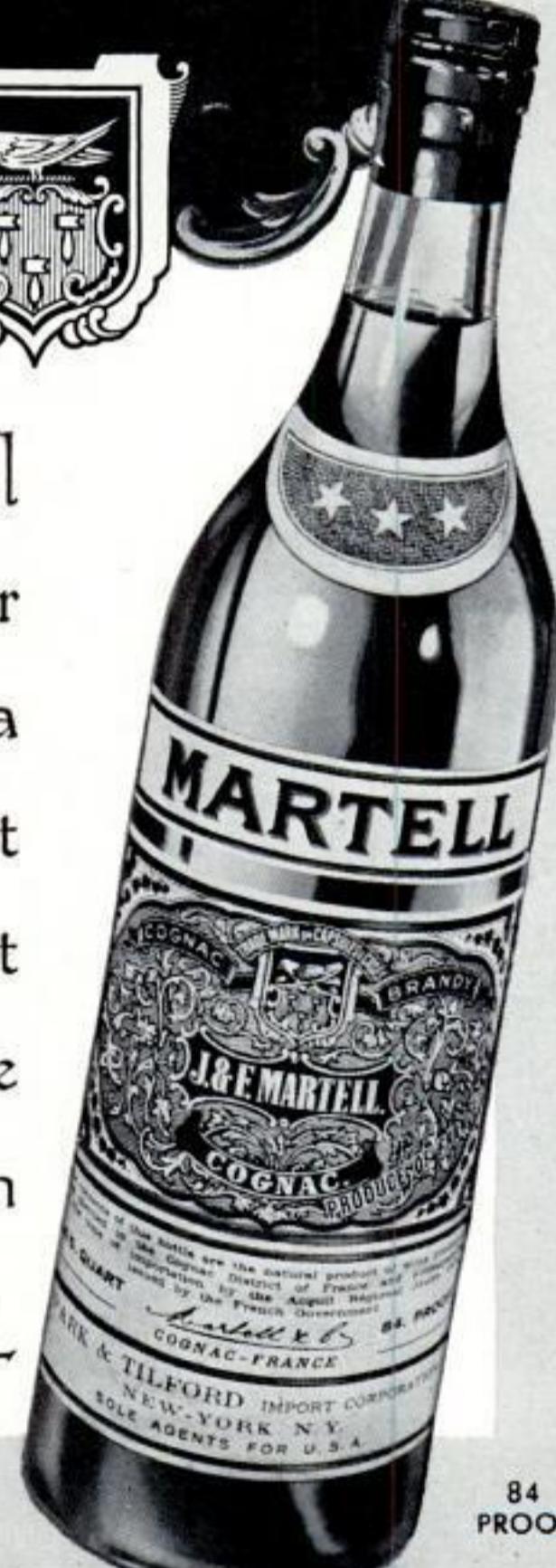
• Write for FREE booklet "How to Take Care of Your Rugs and Carpets" and Circle Tread Ozite sample. Dept. LM337, Clinton Carpet Company, Merchandise Mart, Chicago

222 Years

GENERATION AFTER
GENERATION—THE
COGNAC OF THE
CONNOISSEUR



The real
connoisseur
demands a
Cognac that
is DRY—not
sweet. He
insists on
MARTELL



BOTTLED IN COGNAC,
FRANCE, SINCE 1715

MARTELL
The **COGNAC** Brandy
for every occasion

Imported Exclusively by
PARK & TILFORD Import Corp. New York, N.Y.

Quicker than his bullet strikes...



In the time a high powered rifle bullet takes to hit a 100 yard target, Fire-Chief delivers *full power* from a dozen successive charges in your engine.

Free from the slow-burning elements that handicap gasoline action, Fire-Chief delivers its full power in 1/100th of a second . . . *without waste*.

Winter or summer you get this *Lightning-Action*. Texaco Fire-Chief gasoline is modified to meet the weather conditions of the time of year.

Try Fire-Chief, it costs no more than the gasoline you are using now. At Texaco Dealers everywhere.

Hear EDDIE CANTOR Every SUNDAY NIGHT
COLUMBIA NETWORK 8:30 EST 7:30 CST 9:00 MST 8:00 PST

TEXACO

FIRE-CHIEF

Steps Up Your Engine



I DON'T GIVE A HOOT
ABOUT ALL YOUR
CLINICAL
COLD TESTS...

"...what will
Listerine do for MY Sore Throat?"

WHEN your life is being made miserable by a cold, your interest in scientific facts about this disease is apt to be at low ebb.

You want relief and you want it rapidly; and highest medical authorities say that neither can be promised with absolute certainty. *For no single remedy, whether it be vaccine, vitamin, drug, or treatment, has ever been proved infallible.*

Why Gargle With Listerine Antiseptic?

Beginning in 1930, we opened an annual series of Clinical Cold Tests under medical supervision. This repeated research uncovered results which were definite and clear-cut: *Those who gargled regularly with Listerine Antiseptic had fewer colds . . . and got rid of them faster . . . than non-garglers!*

Note that this does not mean that every garger escaped colds entirely; or that you can. But note also that it does establish, as a scientific probability, the fact that you can materially cut down your chances of catching cold . . . and materially reduce the severity of the colds you do catch . . . by repeated daily gargling with Listerine Antiseptic.

It is wise, therefore, to guard against the Common Cold and Simple Sore Throat by guarding against infection. Listerine helps you do so by sharply reducing, on the surface of the mouth and throat, the germs associated with such illness.

During bad weather or after exposure, gargle with

Listerine Antiseptic at least several times a day. At the first threat of rawness in the throat, gargle every two hours. Prompt action may "abort" the cold and save you much needless suffering. If the condition continues without relief, be sure to consult your doctor.

A Habit That Is Good For You

For years, long before Listerine Antiseptic was ever advertised in national magazines or newspapers, many millions of bottles were purchased solely on the prescription of physicians. Dentists likewise directed patients to use Listerine in case of oral disorder.

No one can say how many millions of these people have continued the regular use of Listerine as a daily hygienic habit. For, what else gives such a satisfying feeling of well-being in the mouth as Listerine? Just a swish, and the taint of food debris and smoking disappears. Tongue and teeth seem washed clean. Musty mouth gives way before the good clean taste of Listerine.

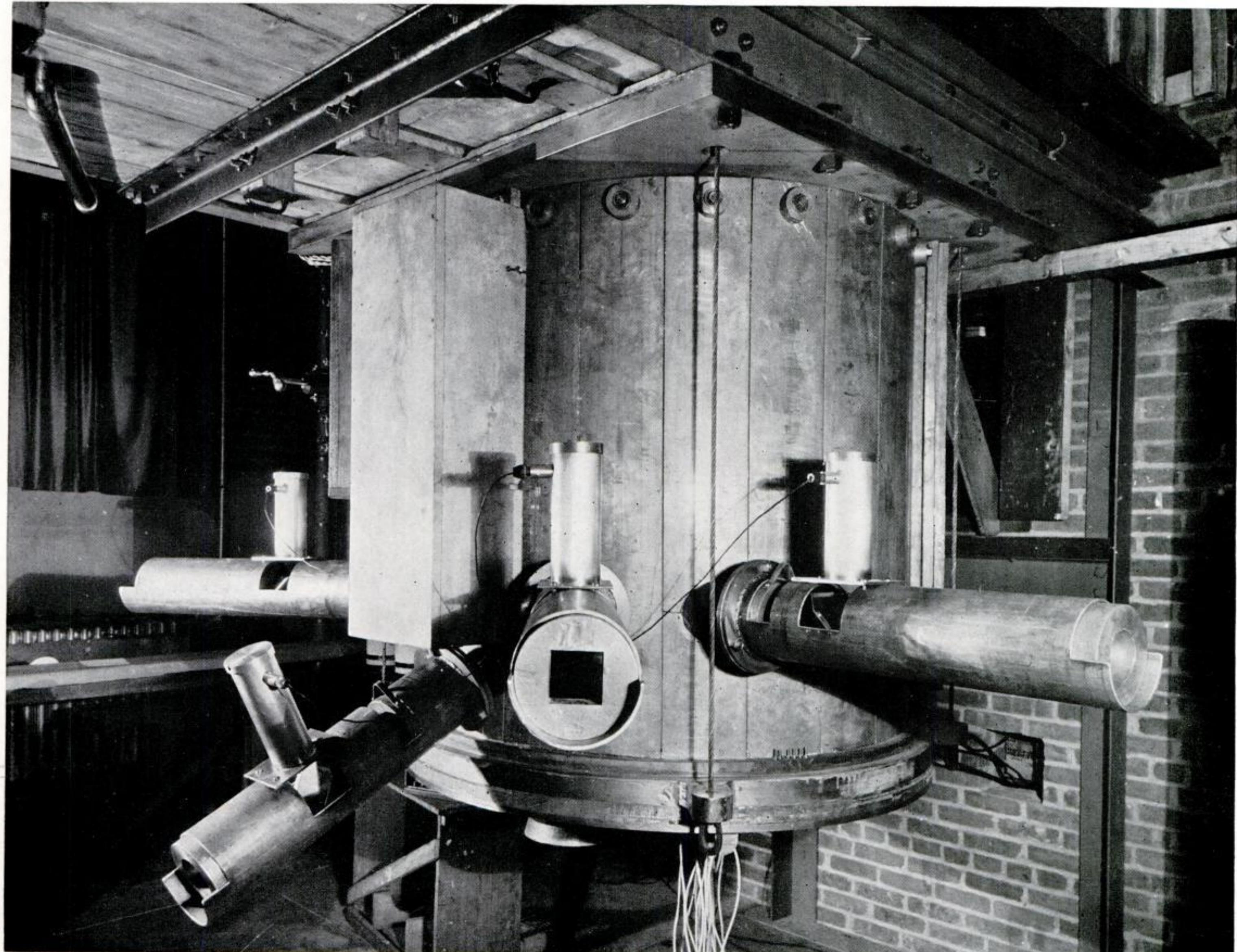
This rinsing and gargling is good for you, too, because full-strength Listerine reduces surface germs to minimum. The actual bacterial reduction, in one series of laboratory tests, averaged 92.9 per cent fifteen minutes after using Listerine.

One caution: When you ask for Listerine Antiseptic, be sure you get Listerine, if you want the *safe antiseptic with the pleasant taste.*

LAMBERT PHARMACAL CO., St. Louis, Mo.



All surface germs which it reaches are almost instantly destroyed by full-strength Listerine Antiseptic. It kills not only one type of germ, or two; but any and all kinds associated with the Common Cold and Simple Sore Throat. And there are literally millions of such germs in the mouth.



BIGGEST GUN IN THE WAR AGAINST CANCER IS CROCKER LABORATORY'S 1,250,000-VOLT X-RAY MACHINE

U. S. SCIENCE WARS AGAINST AN UNKNOWN ENEMY: CANCER

ON March 21, the American Society for the Control of Cancer will open its official U. S. Cancer Week. It will enlist an army of American women to spread its motto: "Fight Cancer With Knowledge." That is a brave motto to use against an enemy which, to the wisest of scientists, is still unknown. But the knowledge the Society for the Control of Cancer wants to spread is that cancer can be cured if it is recognized and treated in its early stages. Four out of five cases of much early cancer can be cured.

Not even one out of five late cases can be cured.

In 1900, cancer was tenth in the list of U. S. death causes. Today it is second only to heart disease. In 1900, one of 16 deaths was attributed to cancer, today one of ten. The major reason for this increase is not alarming. Cancer is more fatal to old people than to young. Today, as more people live longer, more reach an age at which they are more susceptible to cancer. Hence the cancer death rate shoots up. It is estimated that by 1960, one out of five

deaths will be caused by cancer. To thwart this mathematical inevitability, scientists are probing deeper into the dark mystery that surrounds cancer. There have been isolated glimmers of light. Many a dead end of research has been explored and found fruitless. While some scientists search, others cure. On the following pages are traced the battle fronts of the war against cancer. A more comprehensive discussion of the subject can be found in the current (March) issue of *FORTUNE*.

HERE IS THE ENEMY: LIVING CANCER

THE large cell in the picture at the right, whose middle is pinched in and whose long strands stretch out like tentacles, is a living cancer cell. It is, at this instant, dividing—the act that makes cancer so deadly. In a few seconds it will have become two cancer cells. Shortly, each of these will divide, then each of the resulting cells divide again and again and again. All living cells divide for reason of growth or replacement. Normal cells stop dividing when reason or need no longer exists. But cancer cells keep on dividing endlessly and without apparent reason or need. Cancer cells form growths called neoplasms or tumors. There are two kinds of neoplasms. A so-called benign neoplasm, though it grows aimlessly, keeps to itself. Since its area is thus localized, it is usually harmless and can easily be removed by surgery. Cancer is a malignant neoplasm. It is malignant because it does not localize itself. It spreads without bounds. It is deadly because a cancer of the skin, in itself not fatal, may rove through the blood stream, lodge in the heart and, growing there, prove fatal.



Cancer tissue growing in a test tube at Johns Hopkins University is shown above. At right, the bat-shaped outline is a live cancer cell caught in the act of dividing.



ANDERVONT OF HARVARD



EWING OF MEMORIAL



FAILLA OF MEMORIAL



FIESER OF HARVARD



LEWIS OF CARNEGIE INST.



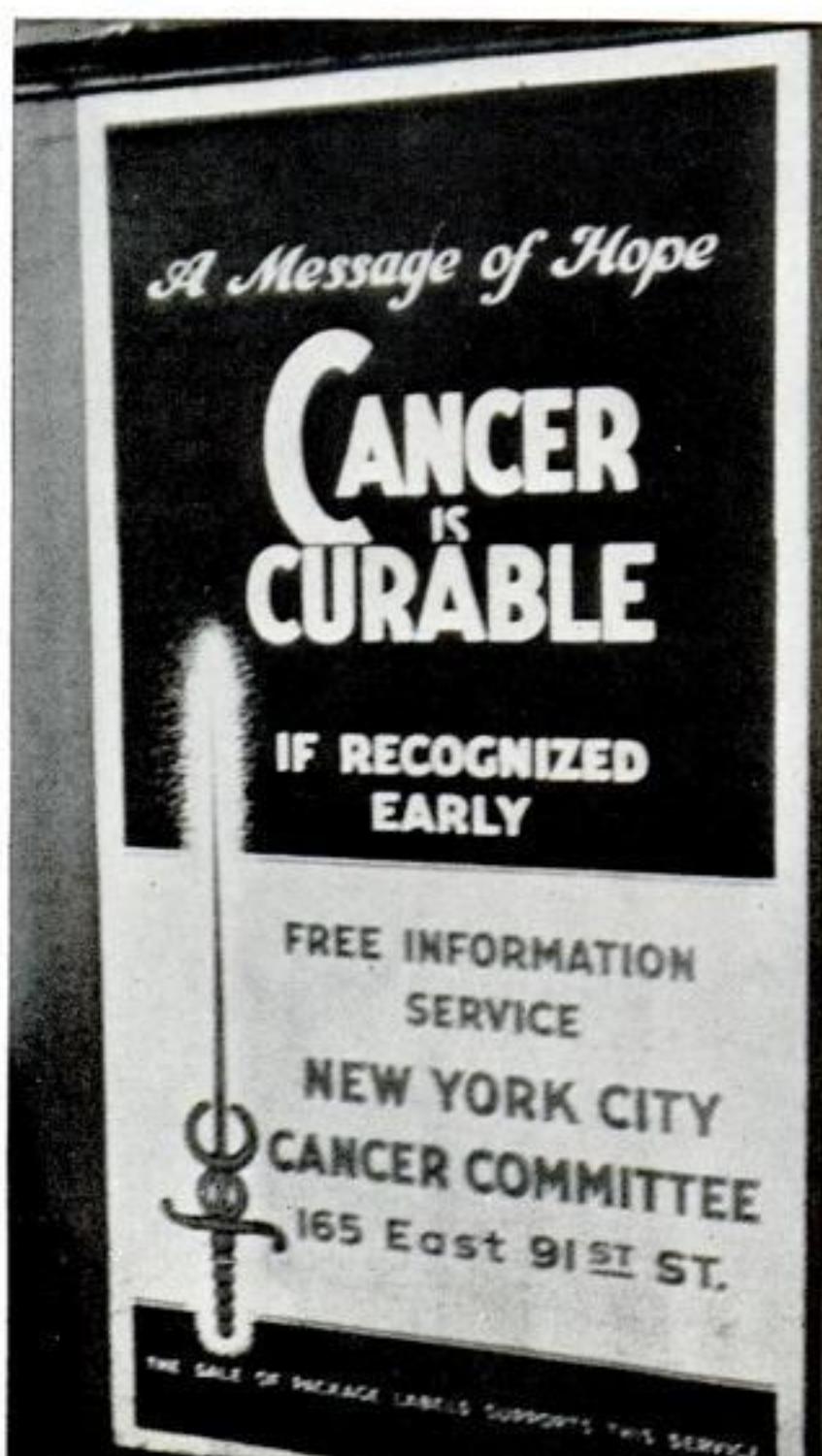
LITTLE OF JACKSON MEMORIAL



MURPHY OF ROCKEFELLER INST.



SIMPSON OF STATE INSTITUTE



SOME CAPTAINS IN THE CANCER WAR

THE faces here are those of ten of the scientists who direct the war against cancer. To some of them whose chief concern is the cure of cancer, the poster at the left is a banner. To others, cure is of no immediate concern. They are seeking the cause of cancer. So far their most definite discovery has been negative. Science knows that cancer is not contagious. Whether cancer is hereditary, science is not sure. General opinion is that a susceptibility to cancer, but not cancer itself, may be inherited. Well established as one cause of cancer is constant and repeated irritation. The irritation may be physical like the rubbing of a rough tooth against the tongue, common cause of tongue cancer. Or it may be chemical, imparted by substances called carcinogenic agents. These agents, which have a somewhat similar molecular structure, include coal tar, aniline dyes, soot and oestrin, the female sex hormone. But just how this irritation or the factors of heredity cause cancer no one knows.



SLYE OF UNIVERSITY OF CHICAGO



WOOD OF COLUMBIA



441 generations of mice have suffered with the tumor that is growing on the shoulder of the Crocker Laboratory mouse above. Under his skin has been implanted a piece of famed Tumor 180, first grown in 1914, still growing in mice all over the world. Tumor 180 "takes" in any strain of mouse.

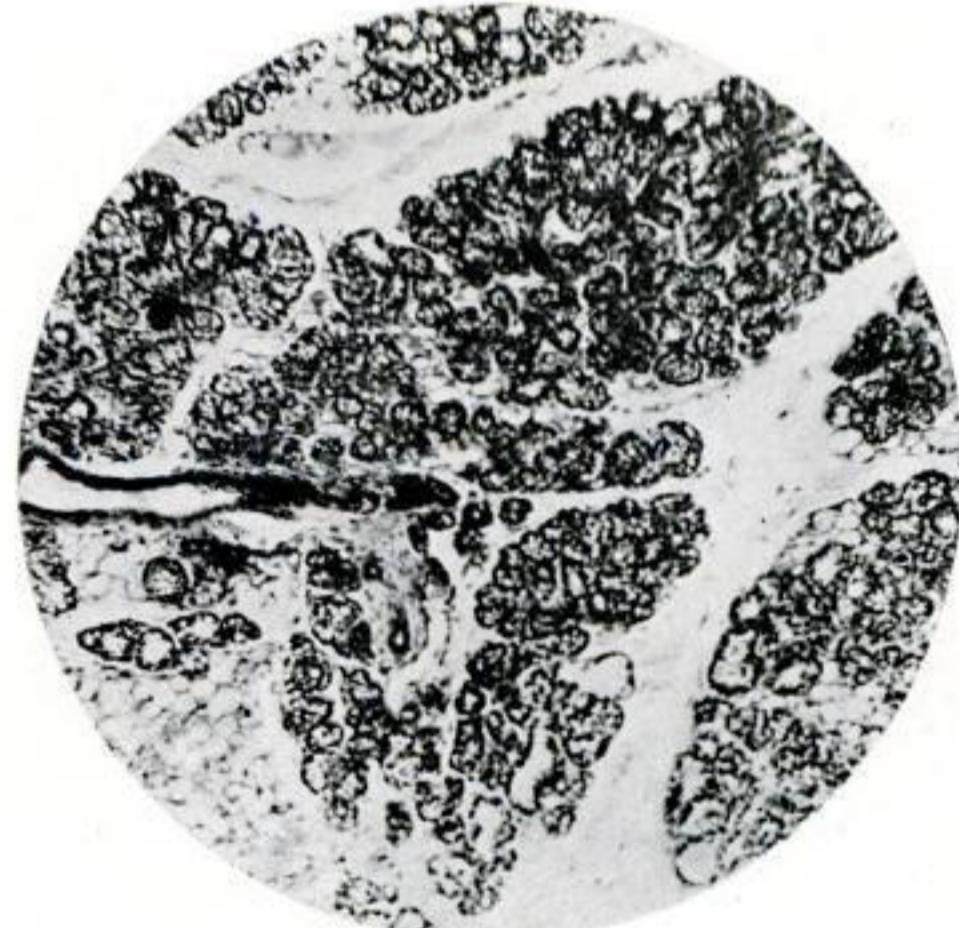


Biggest source for cancer mice in the U.S. is the Jackson Memorial Laboratory which handles 150,000 mice a year, sells 50,000 for cancer research. On one floor live 44,000 mice, all in such box-like cages as these.

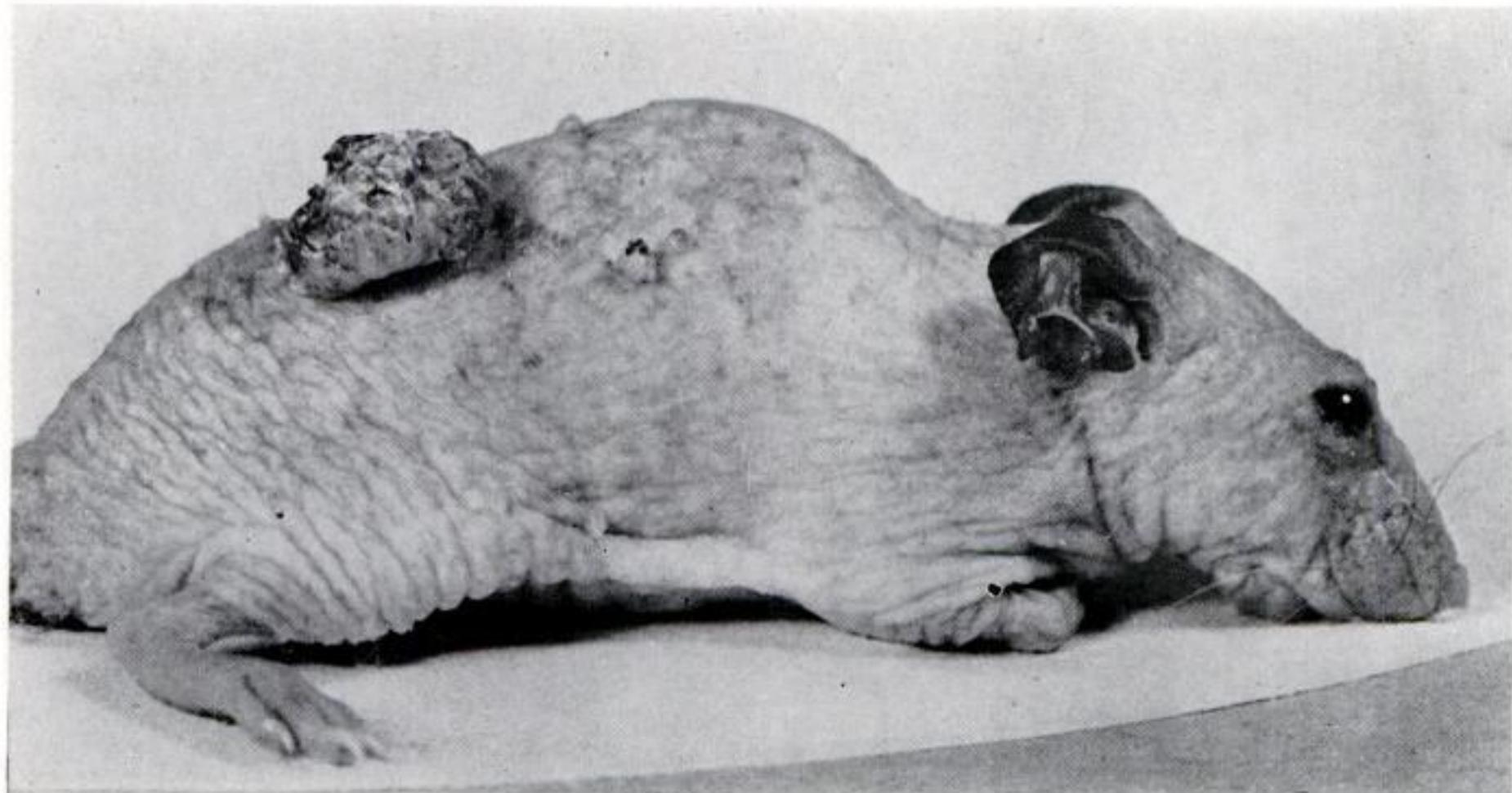
MICE REPLACE MEN ON THE CANCER BATTLEFIELD

THE 274 laboratory mice shown on the cover of this issue of LIFE will all, in due time, have cancer. In some laboratory a cancer researcher will take one of them and insert a piece of living tissue under its skin so that it will grow into a tumor like the one above. Or he may, by irritation, produce a skin cancer like the one below. Either way, the mouse is doomed to cancer because it is an ideal laboratory for the propagation and study of cancer. With a similar physiological structure, it is susceptible to virtually all the forms of cancer that man is. Its life cycle is man's life cycle in miniature. In three years a mouse lives the equivalent of a hundred human years. In 20 years 60 genera-

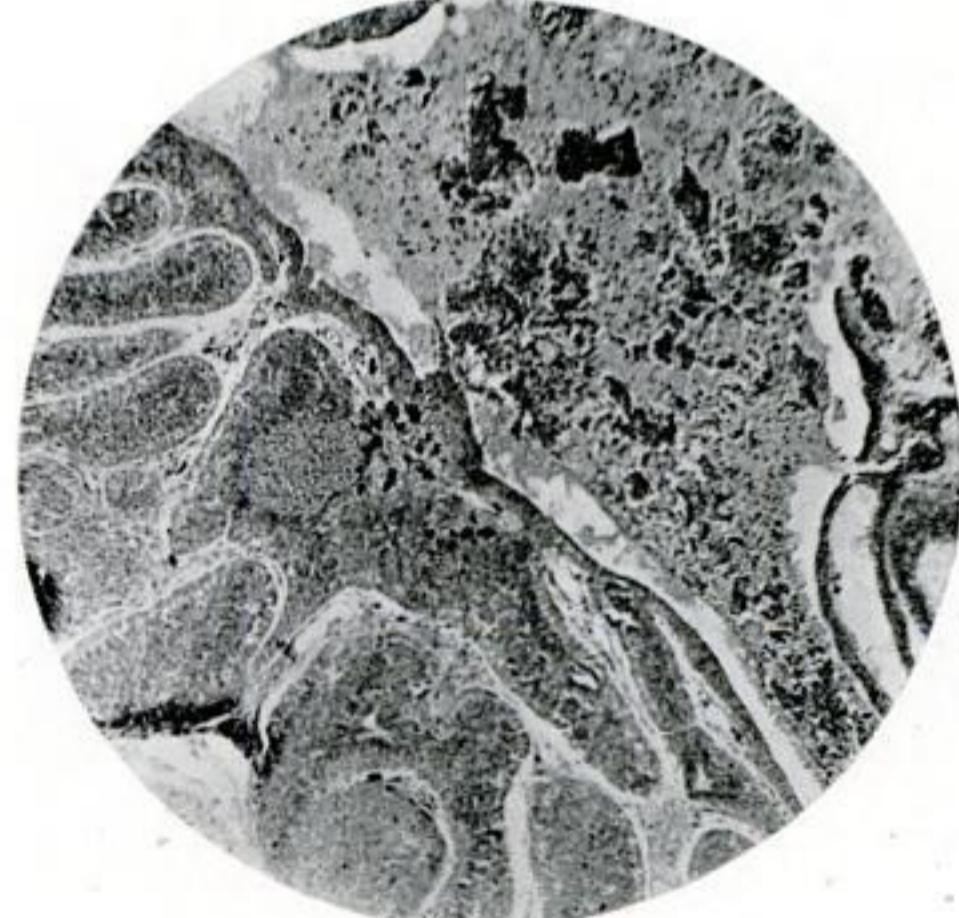
tions of mice can be bred to middle age. Sixty generations of man take him back to ancient Rome. The mice on the cover live in the Roscoe B. Jackson Memorial Laboratory at Bar Harbor, Me., whose head is Dr. Clarence Cook Little, also director of the Cancer Control Society. Dr. Little has made valuable discoveries which tend to substantiate the theory that susceptibility to cancer is inherited. From his laboratory, 50,000 mice go each year to other laboratories to lose their lives on the battlefields of cancer research. The mice are bred carefully, their pedigrees and tendencies carefully recorded for the guidance of whatever laboratory may be their ultimate destination.



A healthy mouse has mammary glands whose cells look like this under microscope. The cells, normal in size, grow in orderly fashion to provide milk (white area above).



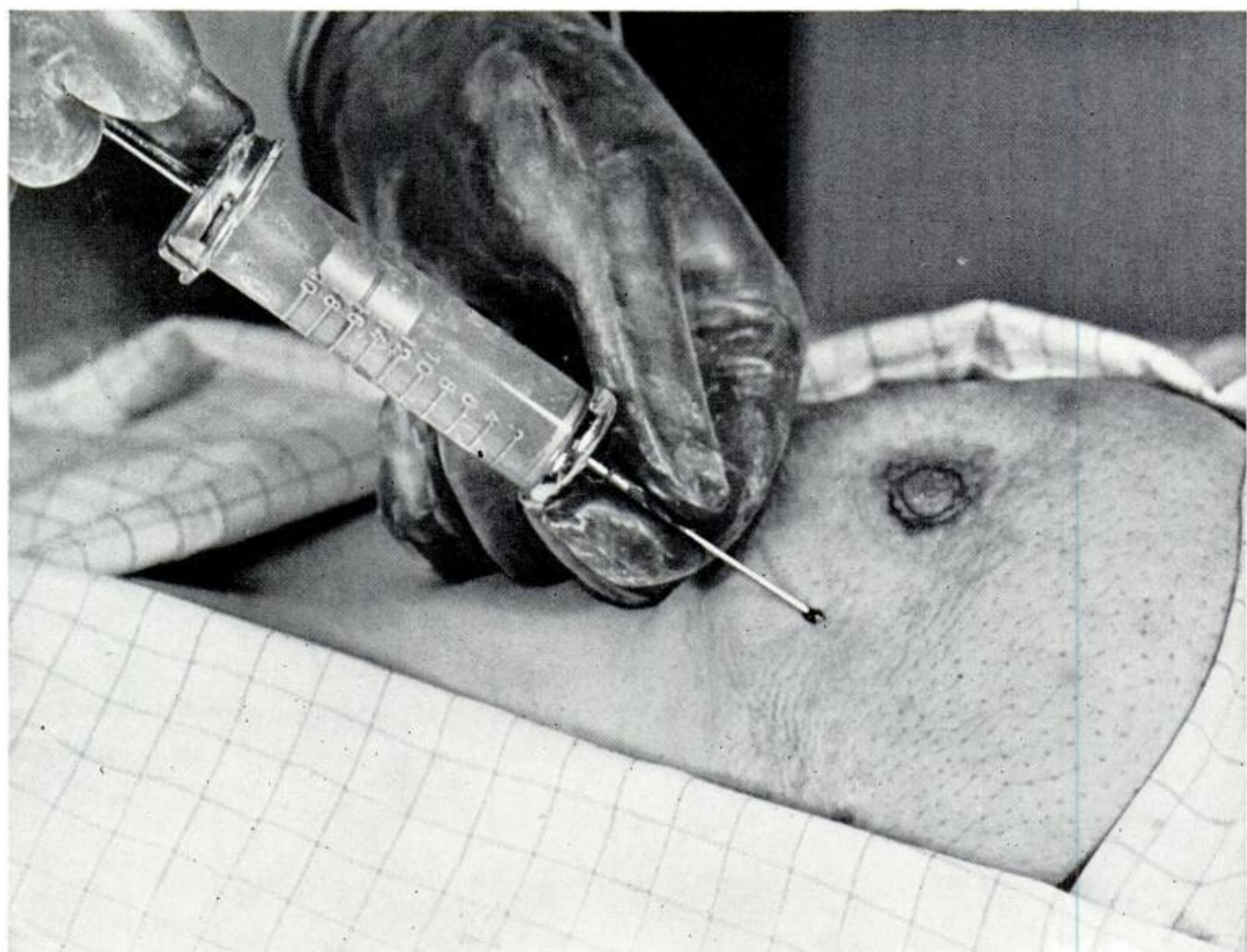
The skin cancer seen on back of this hairless mouse was produced by repeated applications of benzpyrene, a coal tar derivative. The discovery that cancer could be induced by "carcinogenic agents" was made by Japanese researchers who rubbed tar on rabbits' ears where cancer never arises spontaneously, produced cancer.



A cancerous mouse has mammary glands whose cells look like this. Notice, in lower left half, how cell groups have grown to ten times the size of those at top.

DOCTORS CAN FIND AND CURE EARLY CANCER

Of all deadly diseases, early cancer is the most curable. But it must be caught in its first stages. The American Society for Control of Cancer lists three main symptoms of cancer: 1) a lump under the skin which suddenly begins to change or grow; 2) a sore, especially in mouth or on face, which does not readily heal; 3) any unusual discharge or bleeding from body openings. These symptoms do not necessarily indicate cancer but the chance that they may is good enough to make diagnosis worth while. A final diagnosis of cancer can be made only by microscopic inspection of suspected tissue. Commonest method of preparing tissue for examination is by microtome, shown below. In some cases where the growth is accessible, an aspirational biopsy (right) is used, tissue cells being drawn, by suction, from the growth. This often renders unnecessary a surgical operation to secure tissue for diagnosis. If the diagnosis shows that the growth is malignant immediate treatment is necessary before dread metastasis, the spread of cancer, starts. The malignant cells of a skin cancer may break loose, wander through the blood stream, lodge in some vital organ and there continue their abnormal growth. They will take away nutrition from normal cells and disrupt the function of the organ—as metastasis did to the heart and the brain shown opposite.



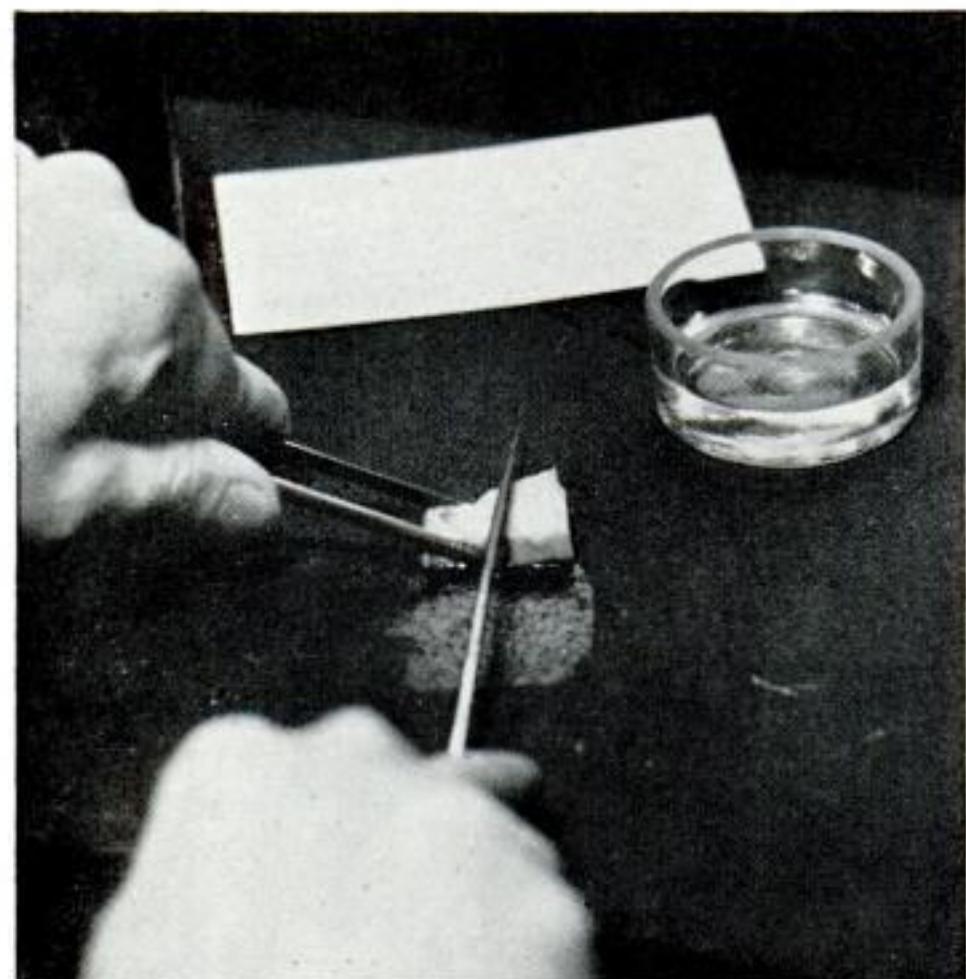
Aspirational biopsy. Tissue is drawn from a breast whose retracted nipple and "orange-peel" skin indicate cancer.



Breast cancer. The diagnostician, looking at this microscopic section of breast tissue, would immediately recognize the dark cells scattered about as those of cancer.



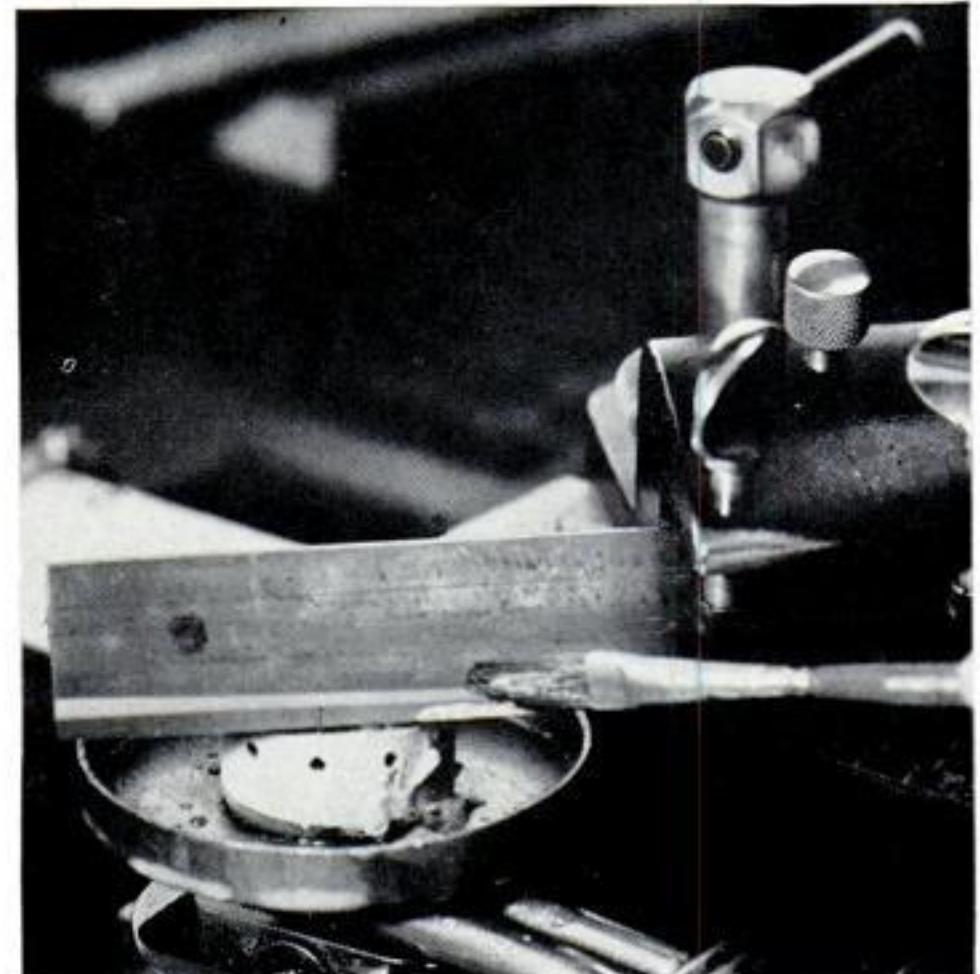
Breast cancer cured. Radiation killed the cancer cells here but the patient died because the disease had moved elsewhere. Note cross section of retracted nipple.



A piece of tissue, received for cancer diagnosis, is cut up and prepared for minute slicing in the microtome.

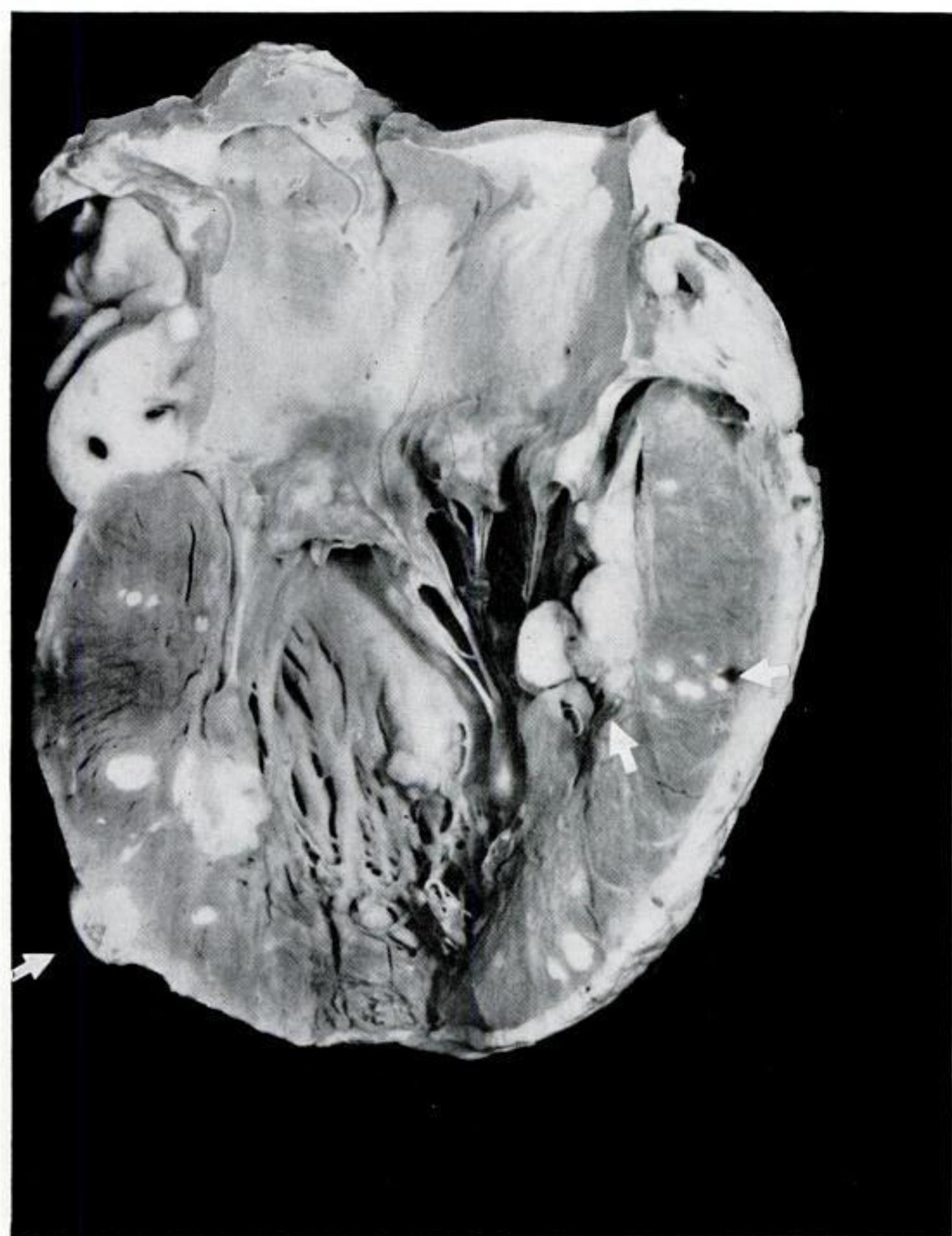
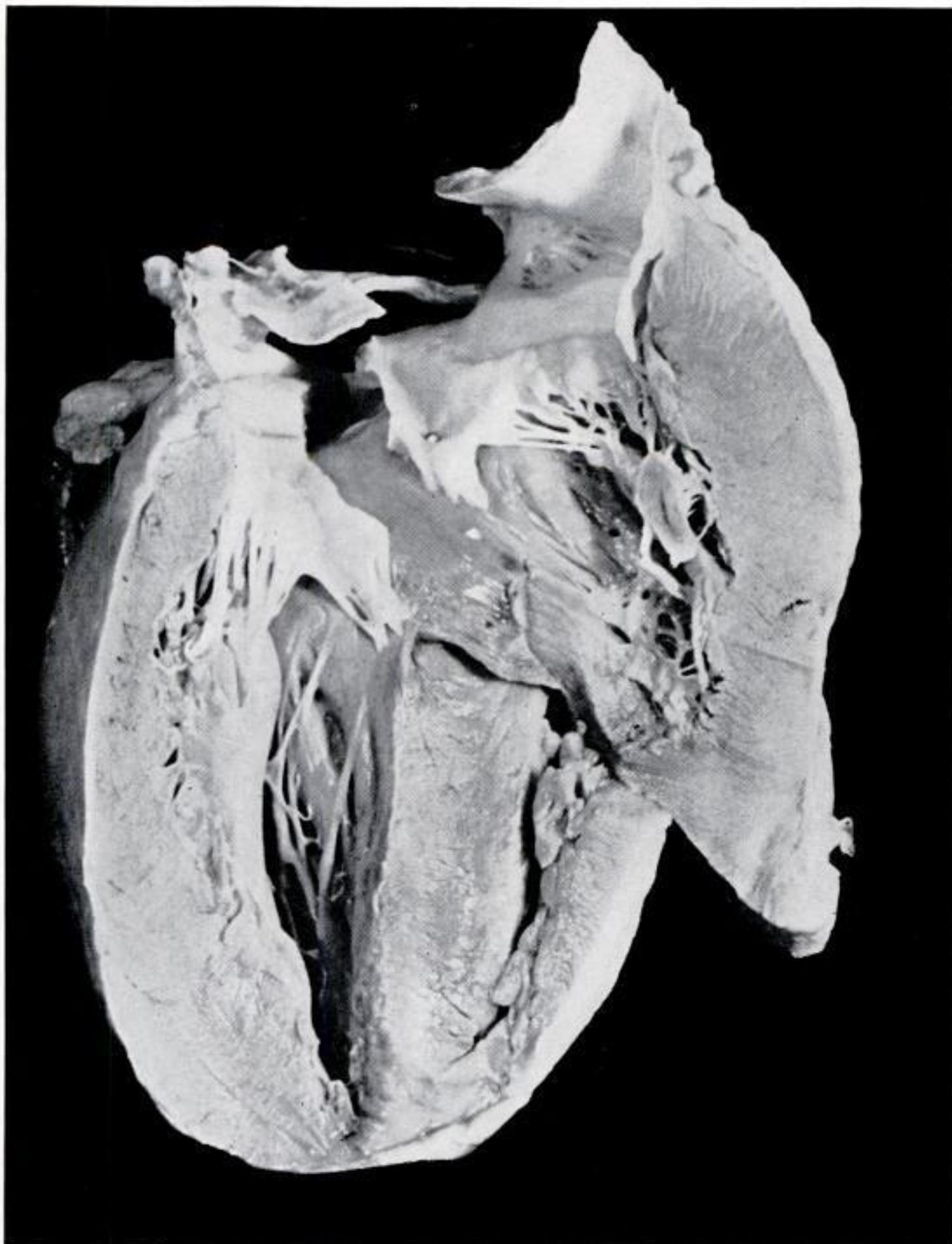


First step is to freeze the tissue hard by blowing carbon dioxide against it. Excess CO₂ jets out the sides.



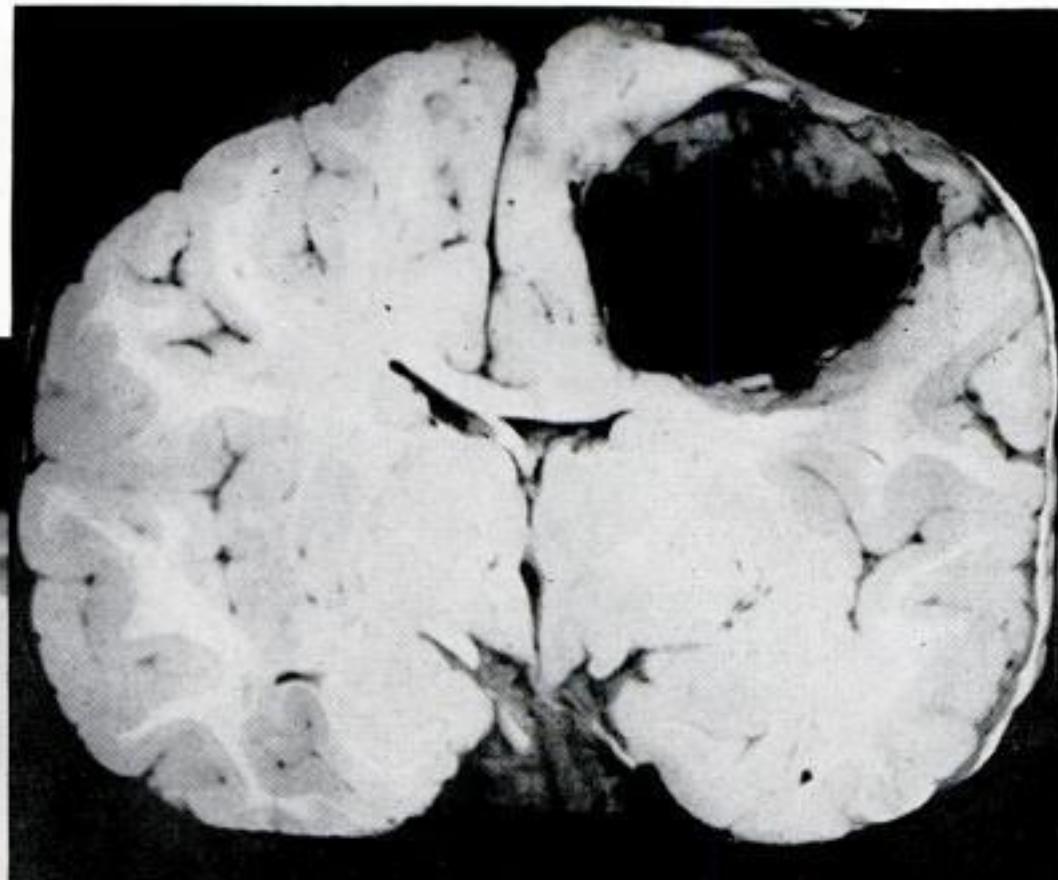
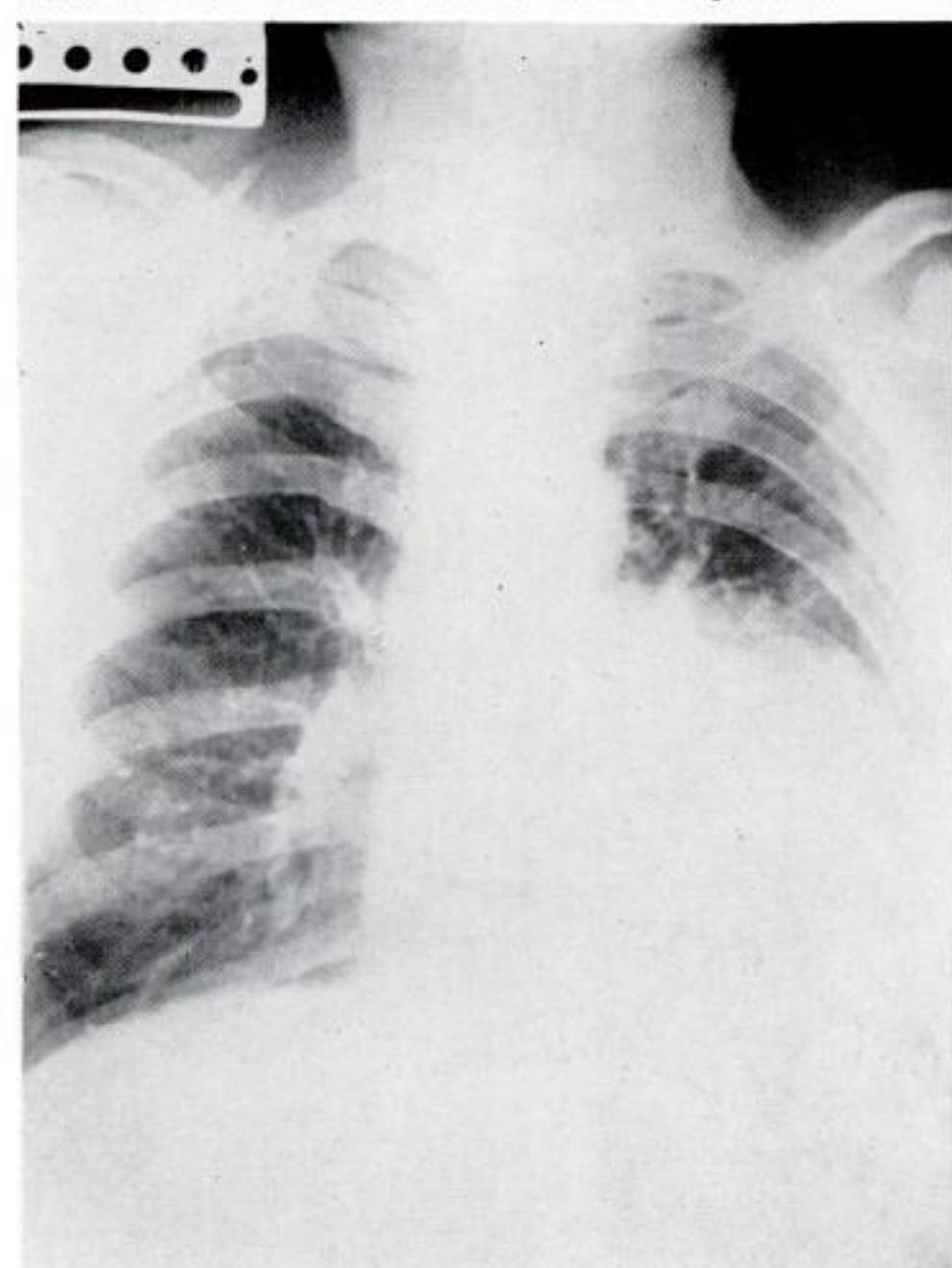
The keen knife shaves off 1/100th of an inch of frozen tissue for microscopic slides. The brush removes it.

METASTASIS: CANCER ON THE MOVE



Hodgkin's Disease, an inflammation of lymph glands, stopped the human heart above. Its tissues reveal none of the cancer spots visible in the heart at right.

Cancer of the lung (below). The large white area in the lower right is a spreading cancerous growth. X-ray treatment was used too late to save the patient.



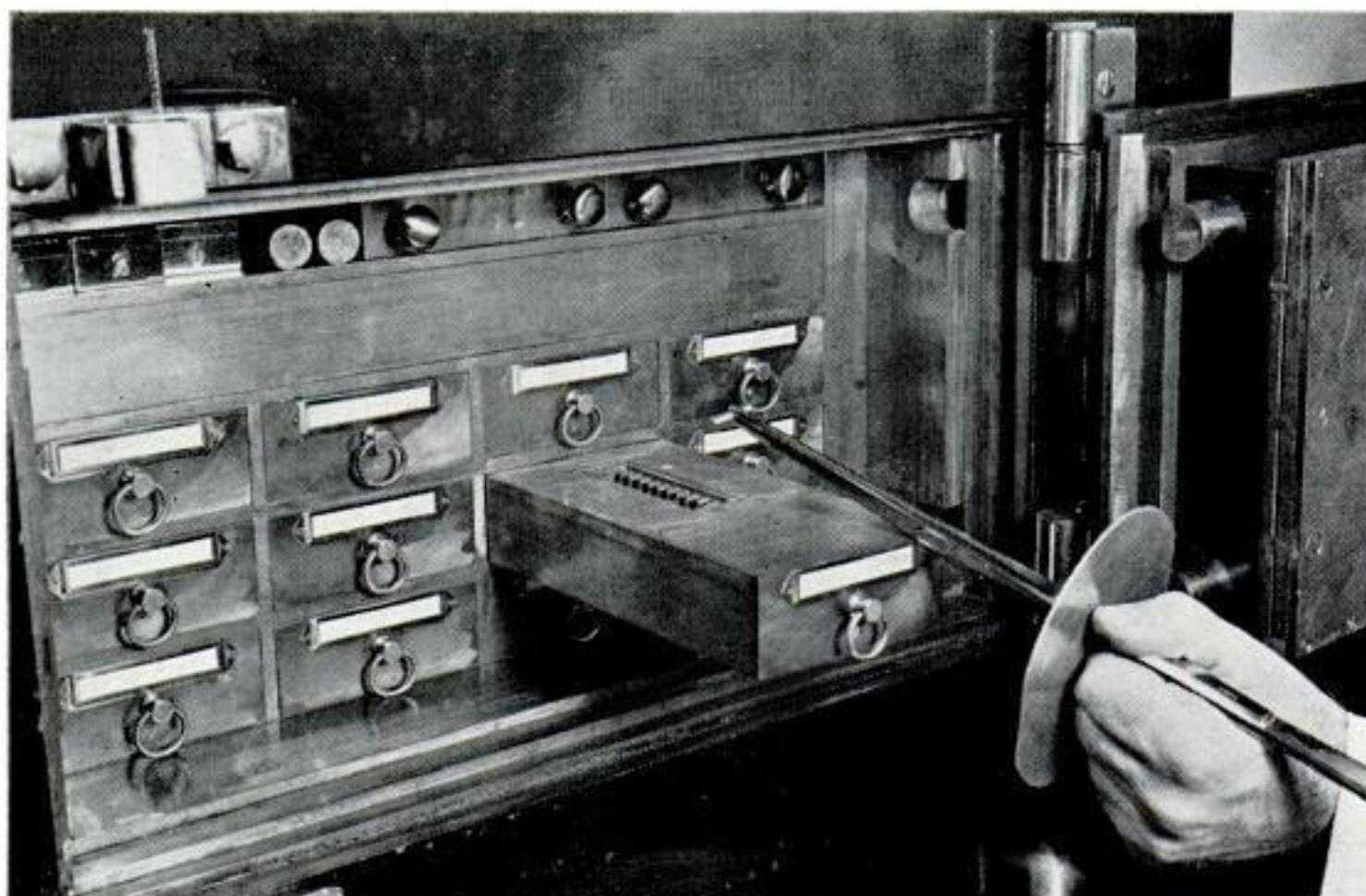
A victim of metastasis was the five-year-old girl whose brain is shown above (the dark area is cancer). When doctors found cancer in the child's kidney they tried radiation, finally removed the organ. But the child died and autopsy showed that the cancer had metastasized all over the child's body. Such early metastasis is rare. Because it is rare, surgery usually can arrest early cases of cancer, catching the malignant growth before it has had a chance to travel through the body.

Cancer stopped this heart. Doctors treated the patient for tongue cancer, unaware that the cancer had metastasized to the heart. White spots show cancer growth.

Cancer of the uterus blocked passage from one kidney (below), enlarging both it and tube, while the other remained normal. The cancer ultimately proved fatal.



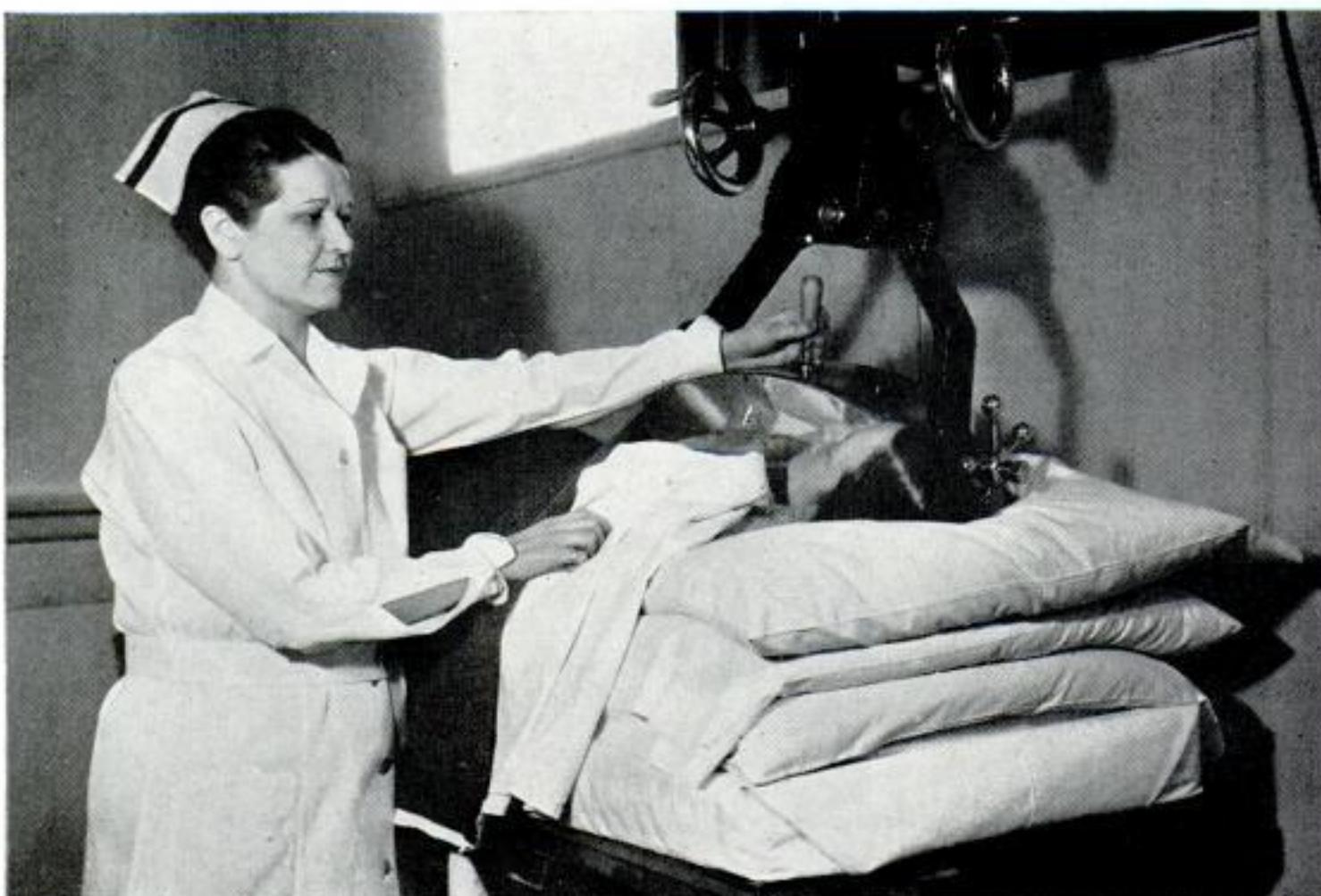
ONLY THE SURGEON'S KNIFE OR RADIATION CAN CURE CANCER



Thick lead drawers hold the tiny capsules of radium and radon owned by the New York State Institute for the Study of Malignant Diseases, oldest (est. 1889) cancer study institute in the world. Gamma rays from radium can pierce a three-inch sheet of lead.



Radium is transported along the corridors of New York's Memorial Hospital in this lead wagon whose operator picks up tube with tongs, guards hands with metal sheath. Memorial and Bellevue each have nine grams of radium, more than any other U. S. Hospital.



At the precise moment when a cancer cell is dividing, as is the one on page 12, it is most vulnerable to destruction. If, at this moment, the cell is bombarded by gamma rays which emanate from radium, or by X-ray, the cell will probably stop dividing. If it should complete the division, its offspring cells will probably not continue their endless cycle of growth. U. S. cancer clinics all have X-ray machines and there are three tremendous million-volt machines in experimental use today which may prove great new aids to cancer therapy. In all U. S. hospitals, there are only 130 grams of radium, which now costs \$30,000 a gram. Radium emanations, called radon, can be captured in tubes, put to the same use as radium. Radon's effective life is about one week. Radium's is thousands of years.

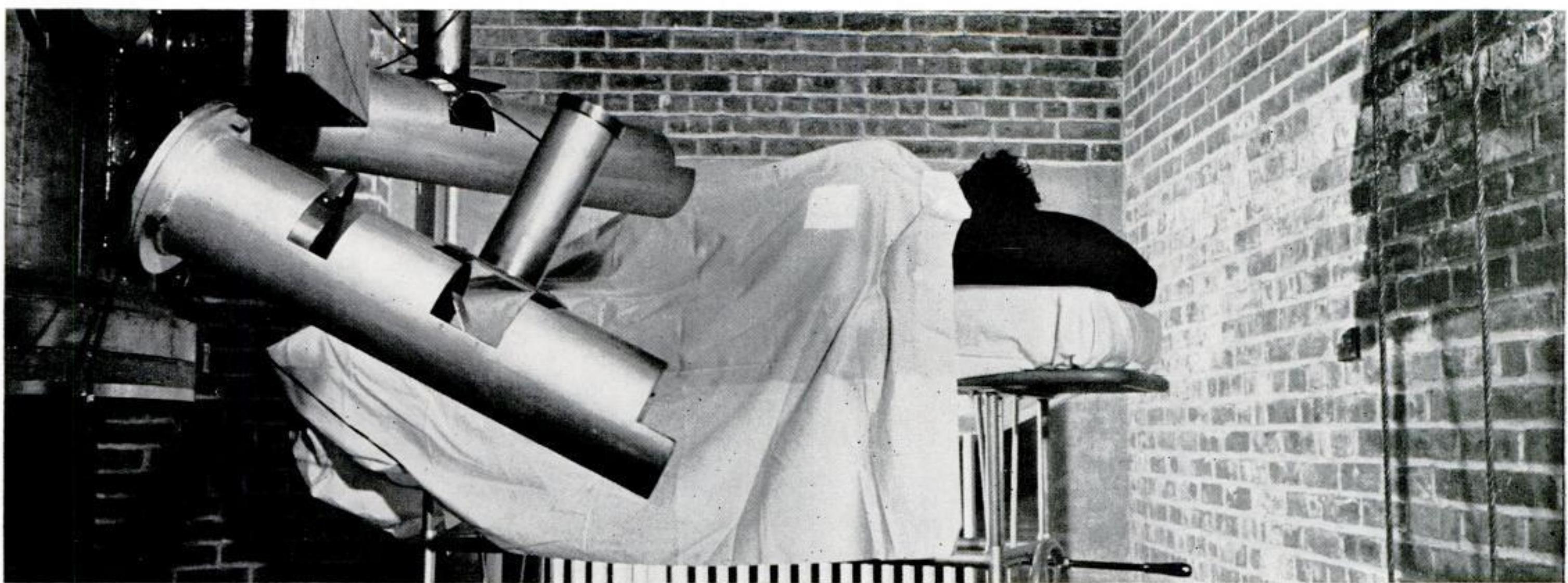


Radium can cause cancer as well as cure it since constant exposure to its rays may affect the skin. The radium handler shown above protects himself with lead-impregnated mask and gloves. All doctors insist on the stronger protection of lead screens.

Twenty-four hours every day of the year the radium treatment apparatus (left) in the State Institute in Buffalo is in use. The cancer is bombarded by gamma rays from three angles.

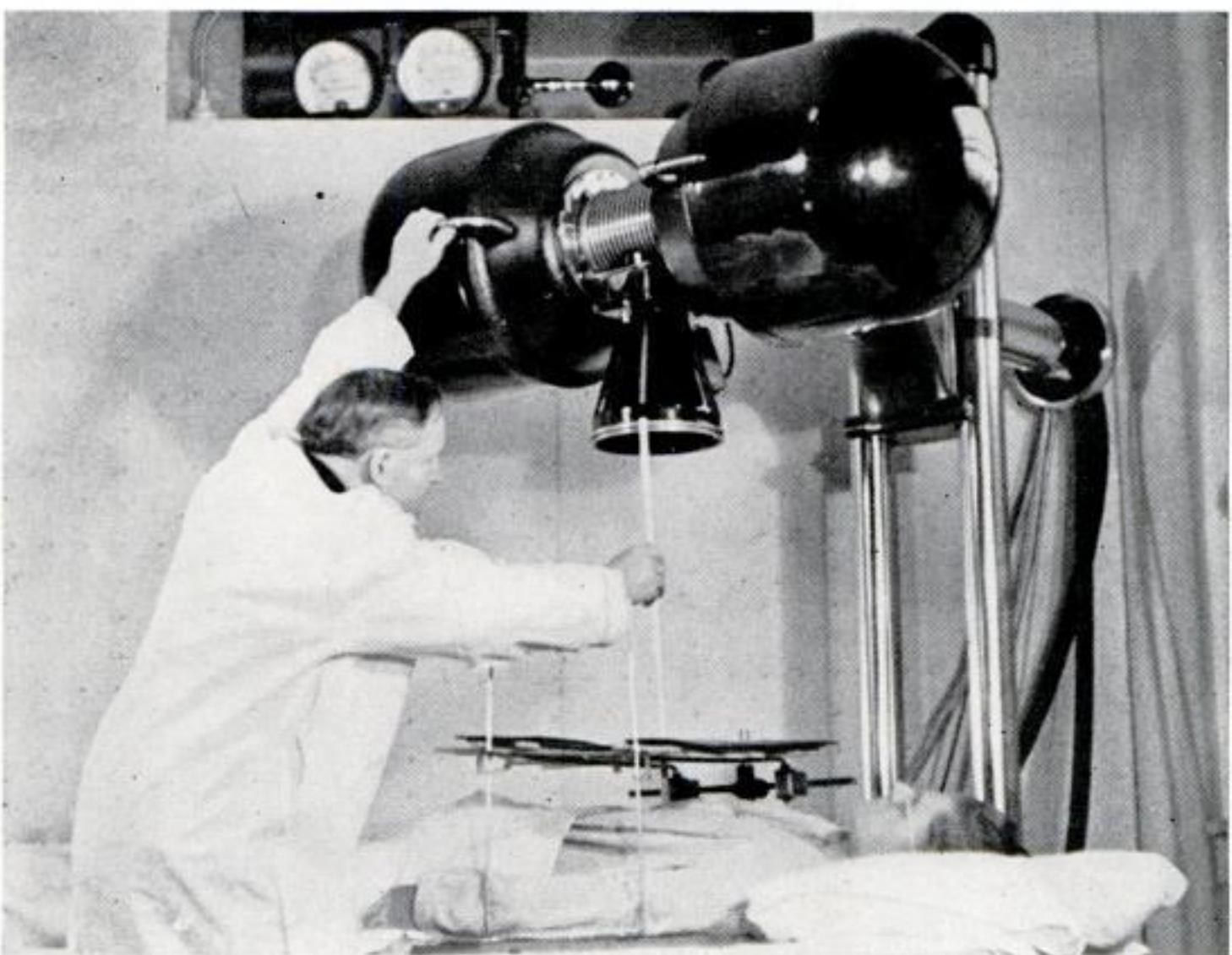


Tiny gold capsules filled with radium emanation have been planted in this cancerous uterus. The long tube is filled with radium itself.

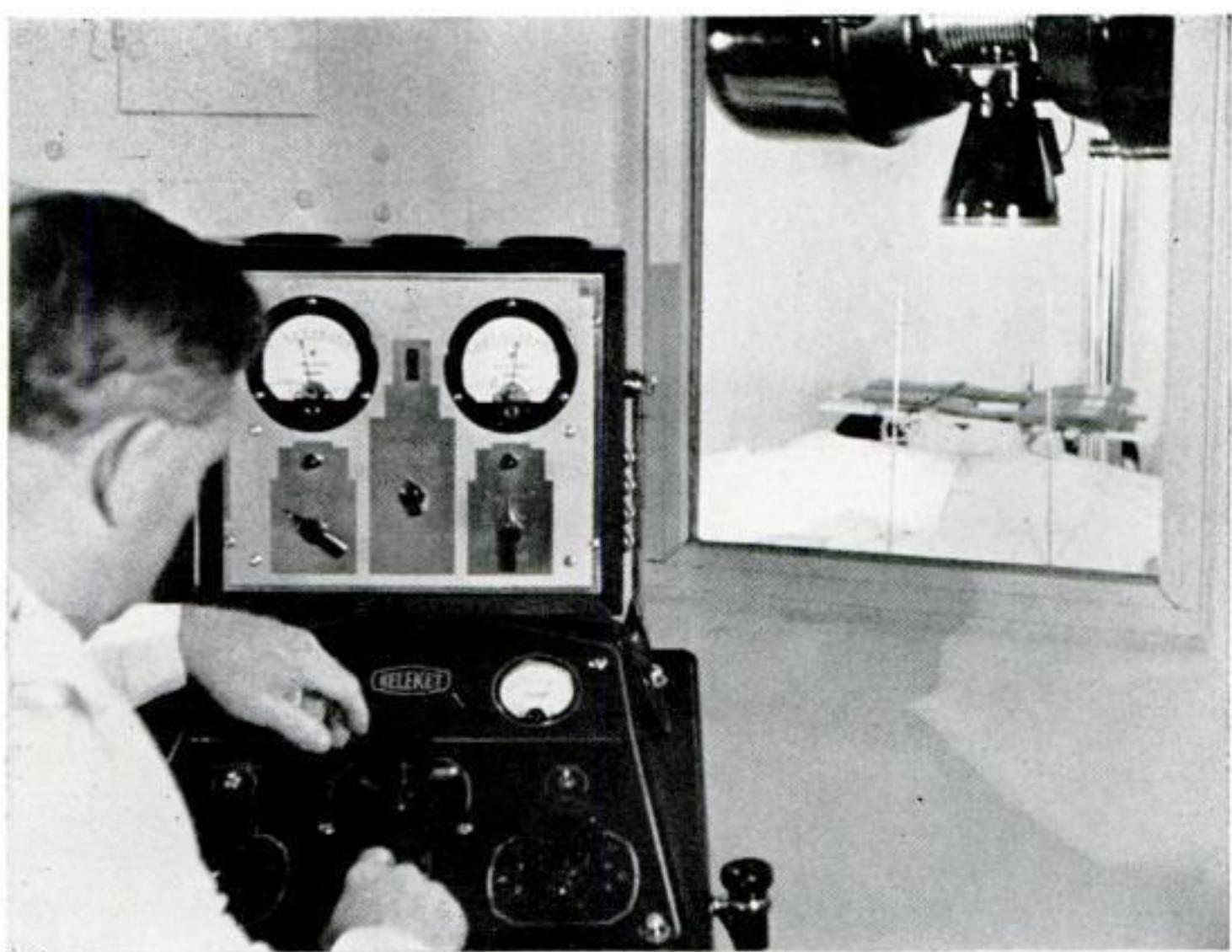


This 1,250,000-volt machine, used experimentally by the Crocker Laboratory in Manhattan, sets up rays of very short wave length, hence of great penetrating power, in

the lead-covered, stainless-steel turret at left. The rays are sent out through the steel tubes which are aimed at cancerous areas by a square of ordinary white light.



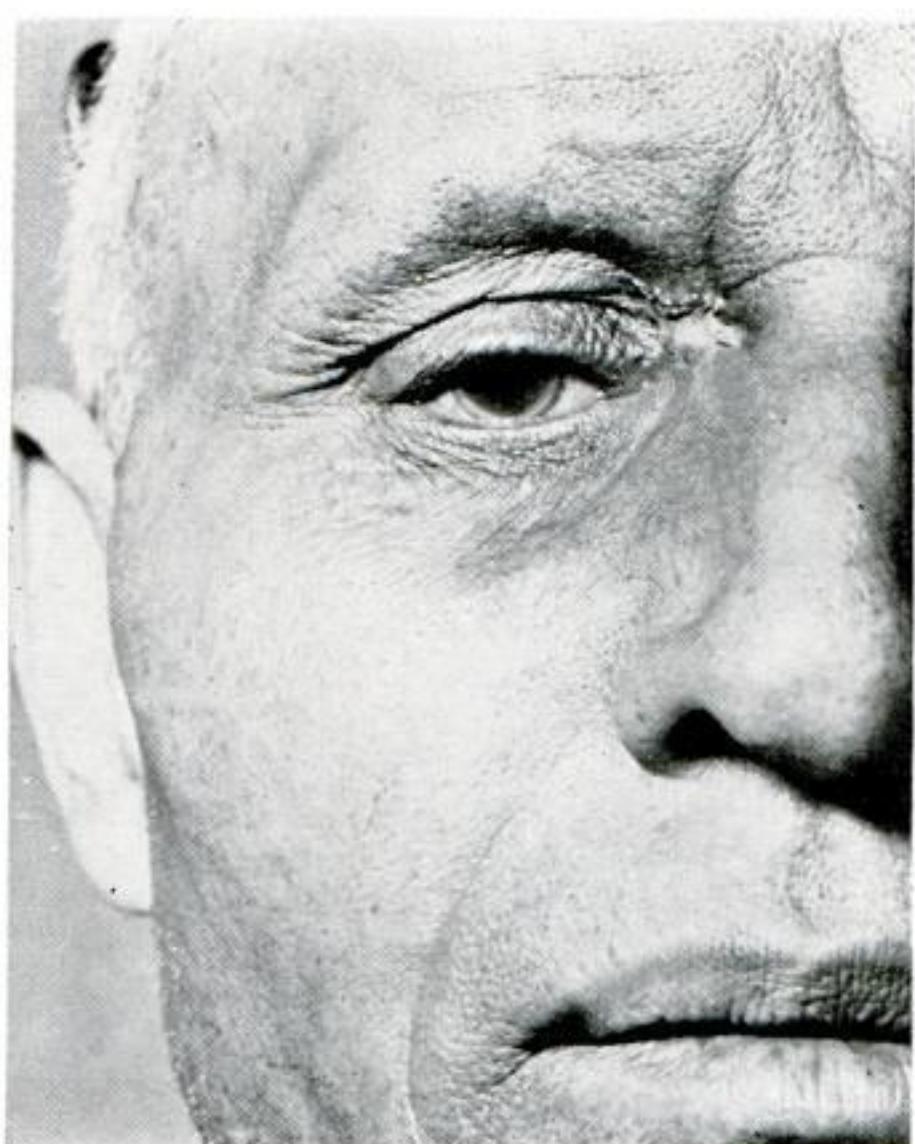
Standard equipment for U. S. cancer clinics is this 200,000-volt deep-therapy X-ray machine used in the Hines Memorial Hospital in Chicago. Here the operator trains the apparatus on the patient before actually starting the machine and the X-rays.



By remote control the operator turns on the machine, keeps its voltage steady. The ray dosage varies widely with the patient's condition. Through his window, the operator watches to see that the patient does not move lest the ray be misdirected.



The dreadful skin cancer which settled over the eye of the man at the left was subjected to periodic X-ray bombardment for two years. The man was completely cured (right), his sight saved. He was lucky that the cancer was caught early before it had spread, reached some vital organ.



THE only two known cures for cancer are surgery, by which cancer is cut from the body, and radiation, by which cancer is killed by radium or X-ray. Neither is effective unless the cancer is treated early. If the cancer has spread, the surgeon can cut out only part of it. Radiation sometimes cannot stop cancer growth. There is no existing medicine or vaccine which can cure or prevent cancer though quacks grow rich selling useless "cancer cures." Discovery of a cure must wait until the nature of cancer itself is discovered. In the meantime the surgeon and therapist improve their technique, increase the percentage of cancer cases that can be cured or relieved.

LIFE ON THE AMERICAN NEWSFRONT: "JIM FARLEY AND HIS FRIENDS" HAVE A DINNER



James A. Farley Jr., 7, is shown adjusting his father's tie, Feb. 15. The Postmaster General was leaving for a testimonial dinner at Washington's Mayflower Hotel.



One guest at the dinner was President Roosevelt who told jokes to Vice President Garner on his right. Some 1,700 other friends and Democrats paid \$10 per plate.



Mr. Roosevelt also told jokes to Mr. Farley on his left. To the gathering he said: "The only label appropriate for this occasion is 'Jim Farley and His Friends'."

A LADY OF ALEXANDRIA GOES ON STRIKE AGAINST JOHN L. LEWIS



This fine mansion is the home of Mrs. Berenice Fleming Holland in Alexandria, Va. On Feb. 17 she refused to open it to the public during Open-House Week if her

neighbor, Labor Leader John L. Lewis, opened his. Sniffed she: "It is inconsistent of Mr. Lewis to believe in invasion of property rights and yet have a historic home."



Mr. Lewis' home is historic and antique-filled but modest. It became such a *cause célèbre* that the alarmed sponsors of the Open-House Week announced a postponement.

THE TWO HEAD MEN OF THE PHILIPPINES, ONE OLD AND ONE NEW



Two pretty Filipino girls arrived in Los Angeles Feb. 13 with their father, President Manuel Quezon of the Philippine Commonwealth. At left is Aurora, 17, and at right Zenaida, 16. President Quezon was bound for Washington to talk trade treaties.



A new High Commissioner to the Philippines was appointed by President Roosevelt Feb. 16 in preparation for the trade conference. Shown above with his wife, he is former Gov. Paul V. McNutt of Indiana, onetime national commander of the American Legion.

LIFE ON THE AMERICAN NEWSFRONT: POMPON IS THE DERBY FAVORITE



The rearing three-year-old above is Pompon, the winter book favorite to win the Kentucky Derby on May 8. He was snapped at Three Cousins Farm, Md. on Feb. 14 just before starting south to train for the Derby. Pompon ranks among the best racing bargains of all time. Bought by Jerome H. Louchheim, a Philadelphia contractor, for \$2,000, he has already returned \$82,000. He was the leading two-year-old of last season, winning six out of eight starts, including the Belmont Futurity. Pompon's name is a combination of that of his sire, Pompey, and his dam, Oonagh. His strongest opponent in the Derby will probably be Mrs. Ethel V. Mars's Reaping Reward.

A BLONDE HAT-CHECK GIRL MAKES GESTURES AT A FAMOUS VIOLINIST



Peggy Garcia brought a \$500,000 breach of promise suit against Violinist David Rubinoff. Above you see one of her gestures as she testified in New York, Feb. 17.

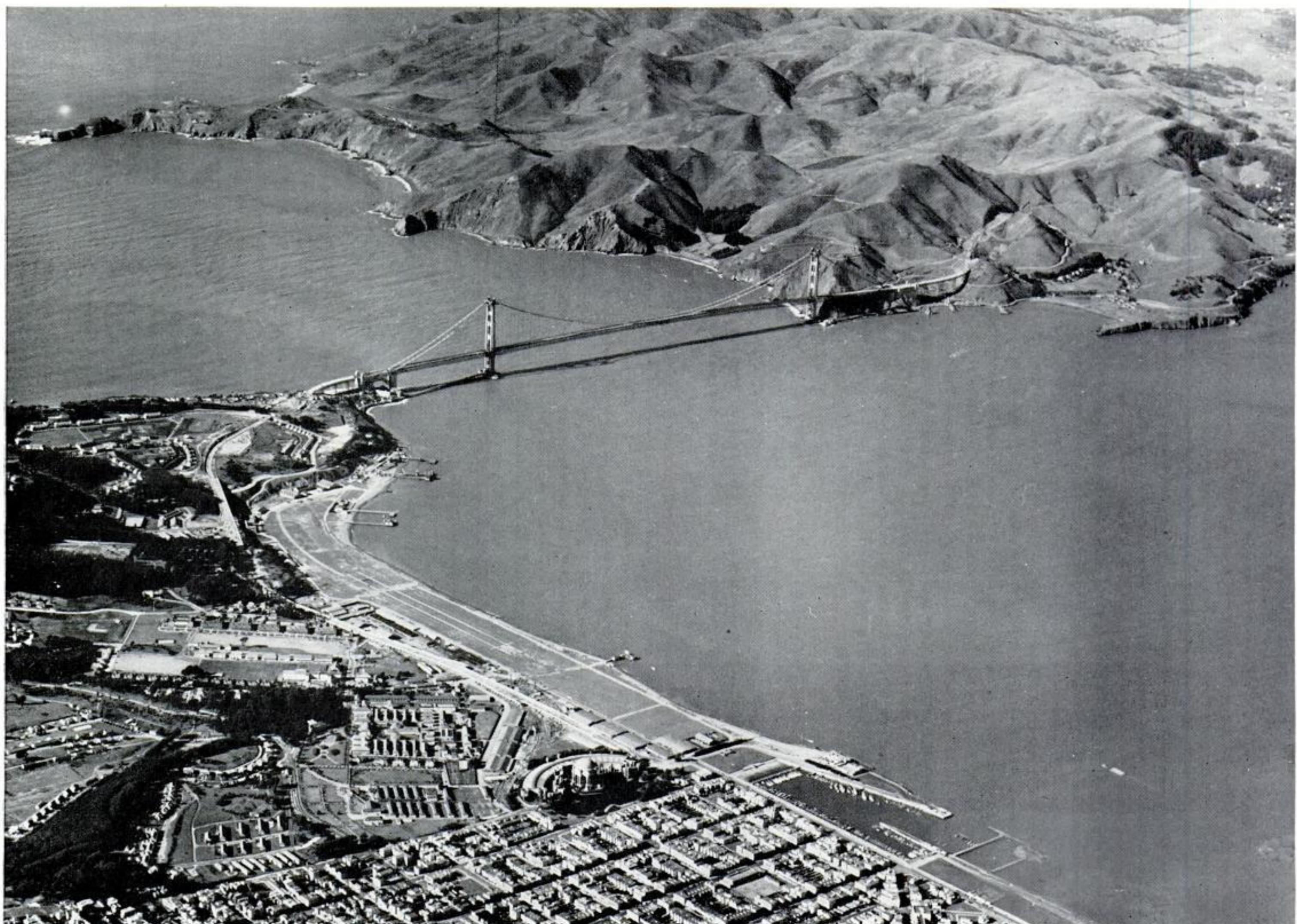


Violinist Rubinoff met blonde Peggy when she was a hat-check girl in a Harlem night club. She says that he took her to his hotel to see his etchings, seduced her.



Peggy points at Mr. Rubinoff and testifies that when she told him she was going to have a baby (which was never born) he replied: "Forget it. I'm a busy man."

LIFE ON THE AMERICAN NEWSFRONT: TEN MEN FALL TO DEATH FROM GOLDEN GATE BRIDGE



THE GOLDEN GATE BRIDGE, NOW ALMOST COMPLETED, SPANS THE ENTRANCE TO SAN FRANCISCO BAY (THE CITY IS IN THE FOREGROUND)



THESE ENGINEERS BUILT THE BRIDGE

WHEN ten workmen fell to their deaths from the Golden Gate Bridge on Feb. 17, they spoiled what bade fair to be an historic record. San Francisco has been building two great bridges: the Golden Gate, which you see above, and the Transbay, which connects with Oakland. By the time the Transbay was finished last November, it had cost 24 lives. By contrast the Golden Gate, 95% complete, had cost only one. Chiefly responsible for this record was a safety net strung under the span to catch falling workmen.

On Feb. 17 a crew was at work on a scaffolding beneath the roadway. Suddenly it gave way, ripped through the safety net, plunged twelve men into the water. Only two were hauled out alive. A coroner's jury of experts was quick to blame bridge authorities. Only a few days before the accident a state inspector had looked at the scaffold, ordered: "For God's sake put those bolts in place." The bolts had not been put in place.

The accident was a blow to the Napoleonic little man who appears at left with his hand on his stomach. He is Chief Engineer Joseph Baermann Strauss, the world's most famous bridge-builder. Mr. Strauss has built 350 bridges in almost every civilized country. The Golden Gate Bridge, at which he is gazing with Engineer Clifford E. Paine, is the longest single span in the world.



THIS WORKMAN BUILT THE BRIDGE

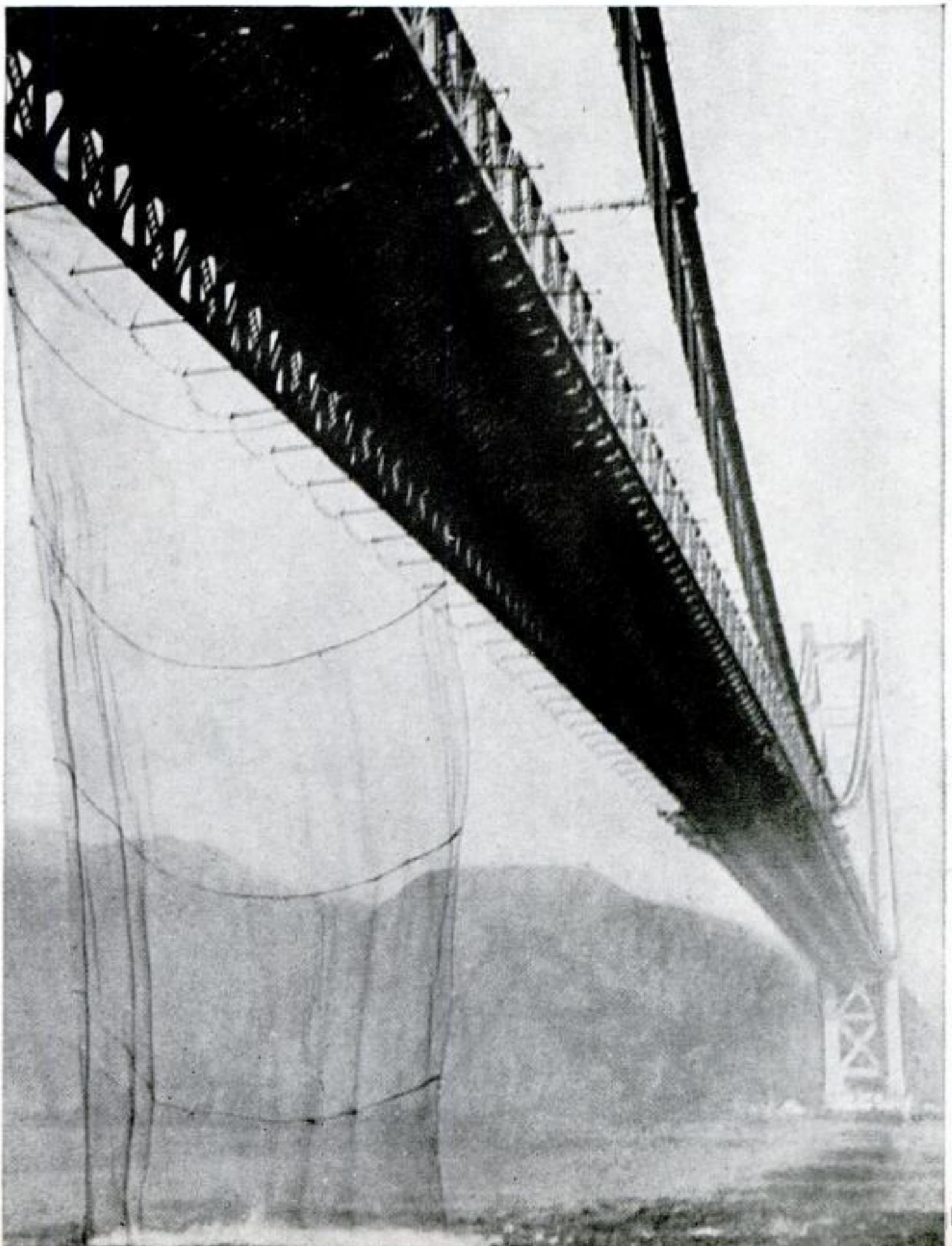


PROTECTED BY THE SAFETY NET, A CONSTRUCTION CREW WORKS ON THE ROADWAY 250 FEET ABOVE THE BAY

Before the accident the safety net looked as it does in the picture below. Woven out of rope at a cost of \$82,000, it was slung the entire 4,200-ft. length of the bridge. During construction eleven workmen fell from their perches. All landed, like trapeze artists, in the net. Far below the net in the pictures above and below you can see a temporary pier built over the water to carry construction materials.



An instant after the accident the net looked as it does below. Few seconds later the net fell into the water. This picture was made by Joseph Dearing, fish-&game columnist of the San Francisco *Call-Bulletin*, who happened to be standing nearby making snapshots of fishing boats. Notice the black dots on the net. Some newspapers called them workmen clinging for their lives. Photographer Dearing does not know.







CONTOUR STRIP PLANTING FIGHTS

DUST STORMS ON THE GREAT PLAINS

AIRPLANE travelers over the Great Plains now gaze down on occasional fields which look like the one shown at left. The striped, wavy pattern is new. It represents the first effort to fight the dust storms and soil erosion which threaten to make the Great Plains a desert.

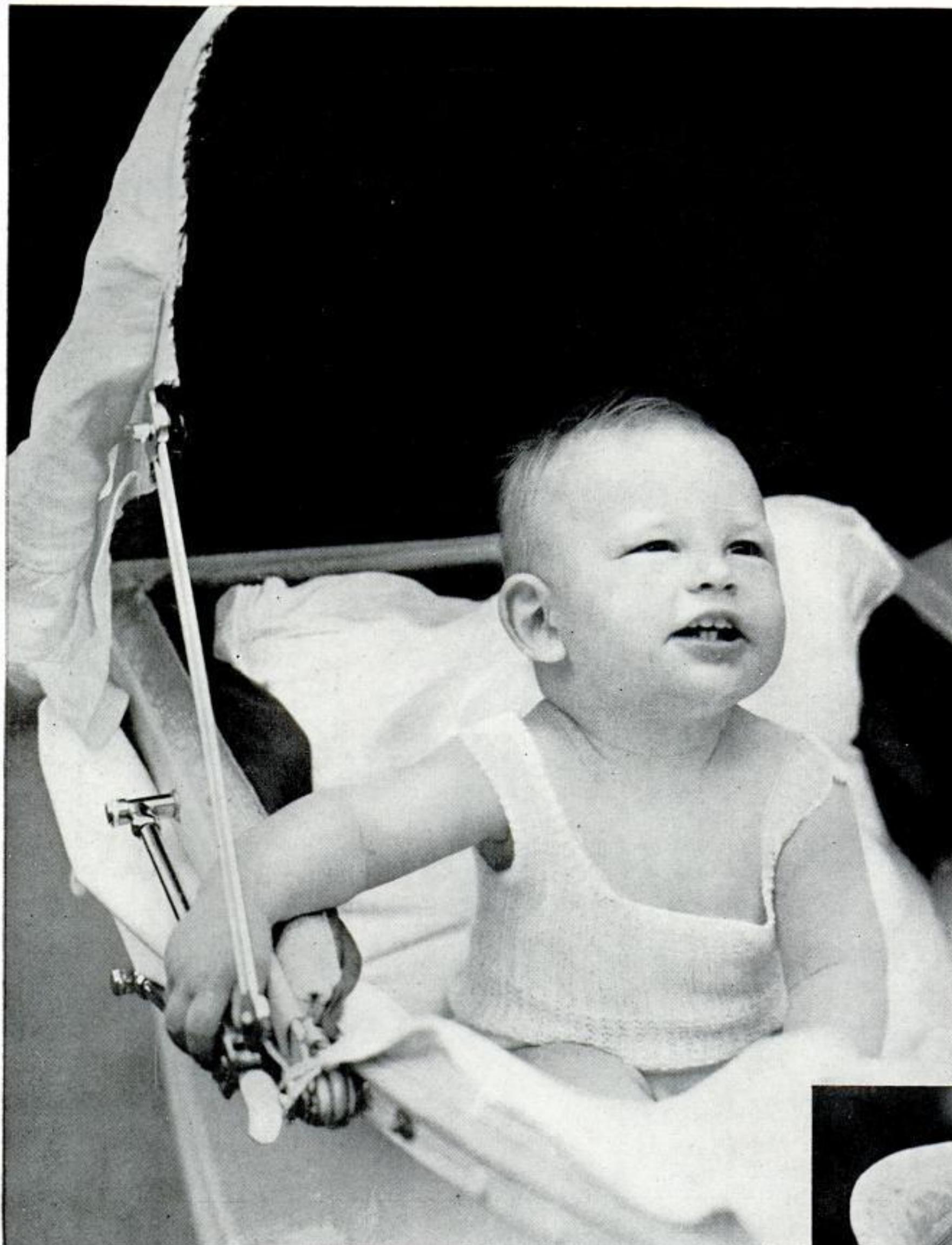
This picture was made near Garland, Tex. just outside the "Dust Bowl," where the Government tries out soil conservation experiments. At the top of the picture is a field plowed by the old method. Furrows run up and down the slope, allowing rain to run off quickly and gullies to form. In the foreground is a new-style field. The broad, dark bands are cotton; the narrower, light bands, small grain. Furrows follow the contours of the ground thus holding the water on the slope. The bands of grain form a sod which keeps the whole field from blowing away. At the bottom of the page is a field in which a gully has already started. Contour plowing and strip cropping keep it from spreading.

Last year's dust storms gave the experimental fields a preliminary test. On Feb. 14 to 18 the storms started anew, raging over parts of Colorado, Texas, Kansas and Oklahoma. The fields shown here escaped the first storm but others were certain to follow.



IF EROSION IS NOT CHECKED, THIS IS WHAT HAPPENS





Paul Channon, born a few hours before Prince Edward, lives at No. 5 Belgrave Square. He is an heir to the Guinness brewing fortune.



Nicholas Theodore Bull is a son of the headmaster of East Grinstead Preparatory School, the grandson of Lady Beit of No. 49 Belgrave Square.

Edmund Gilbert Hauser, lone foreigner of "The Belgrave Club," is a son of the Chancellor of the Austrian Legation at No. 18 Belgrave Square.

Belgrave Babies

BELGRAVE SQUARE in London is a pleasant patch of trees and gardens inside a phalanx of great mansions. Until the Duke and Duchess of Kent moved into No. 3 in 1935, "To Lease" signs sprinkled the great houses. Since then, Belgrave Square has boomed. And since the Duke's son Prince Edward began taking the air in the gardens, Belgrave babies have formed what English society magazines call "The Belgrave Club." "President" is, of course, Prince Edward. The babies shown on these pages are the members. Sole requirement for membership is to have a key to the Square's gardens. Several get in because they have grandparents who live on the Square. The latest initiate is Prince Edward's new sister Alexandra, born last Christmas and christened Feb. 9 at Buckingham Palace.

The boy at left is a grandson of the Earl of Iveagh, chairman of Arthur Guinness Son & Co. Ltd. (stout & porter), whom he frequently visits in Suffolk. The next most exciting parents belong to Lucinda Leveson-Gower, at right in her nurse's arms. Her father smuggled the last of the Turkish Sultans out the back door of the Istanbul palace and into a van in 1922. Her mother, born Avril Joy Mullens, first married a Georgian Prince. Her aunt was acquitted in 1932 of the murder of kept lover, one Stephen.

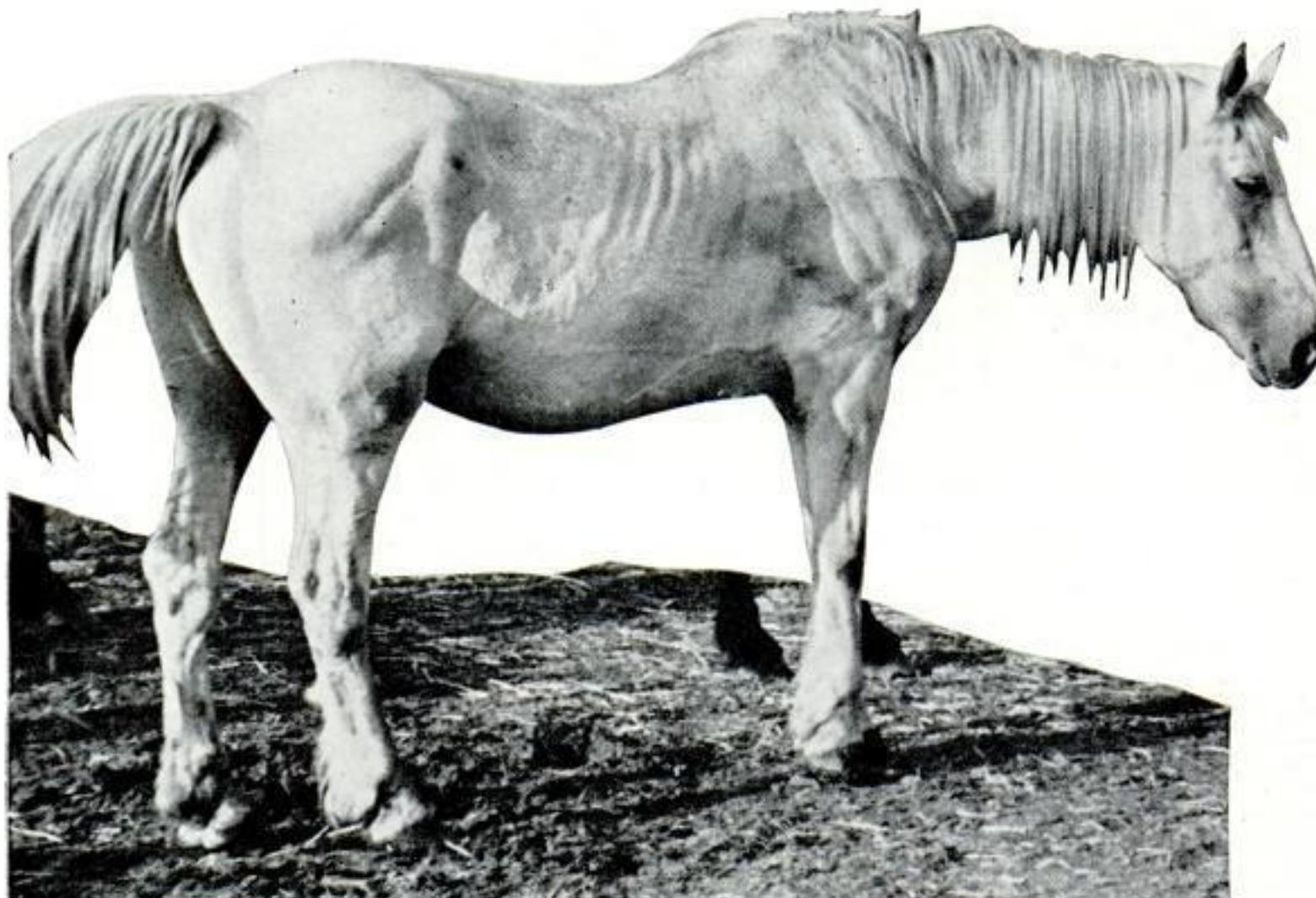


Principal boy of the Belgrave babies is Prince Edward, elder child of the Duke and Duchess of Kent, who started the Belgrave boom. Now his new sister, Princess Alexandra, is joining him in the gardens.

Lucinda Leveson-Gower gets into the Belgrave gardens because her grandparents, Sir John and Lady Mullens, live at No. 6 Belgrave Square. They gave her mother a \$20,000 allowance, a Park Lane flat. Her father is a kinsman of the Duke of Sutherland.



Henry Clive is the son of Captain Archer Clive of the Grenadier Guards. Among his kin Henry numbers Lady Grosvenor, Viscount Portman, Lieut. Gen. Clive. Prince Arthur of Connaught was at his parents' wedding.



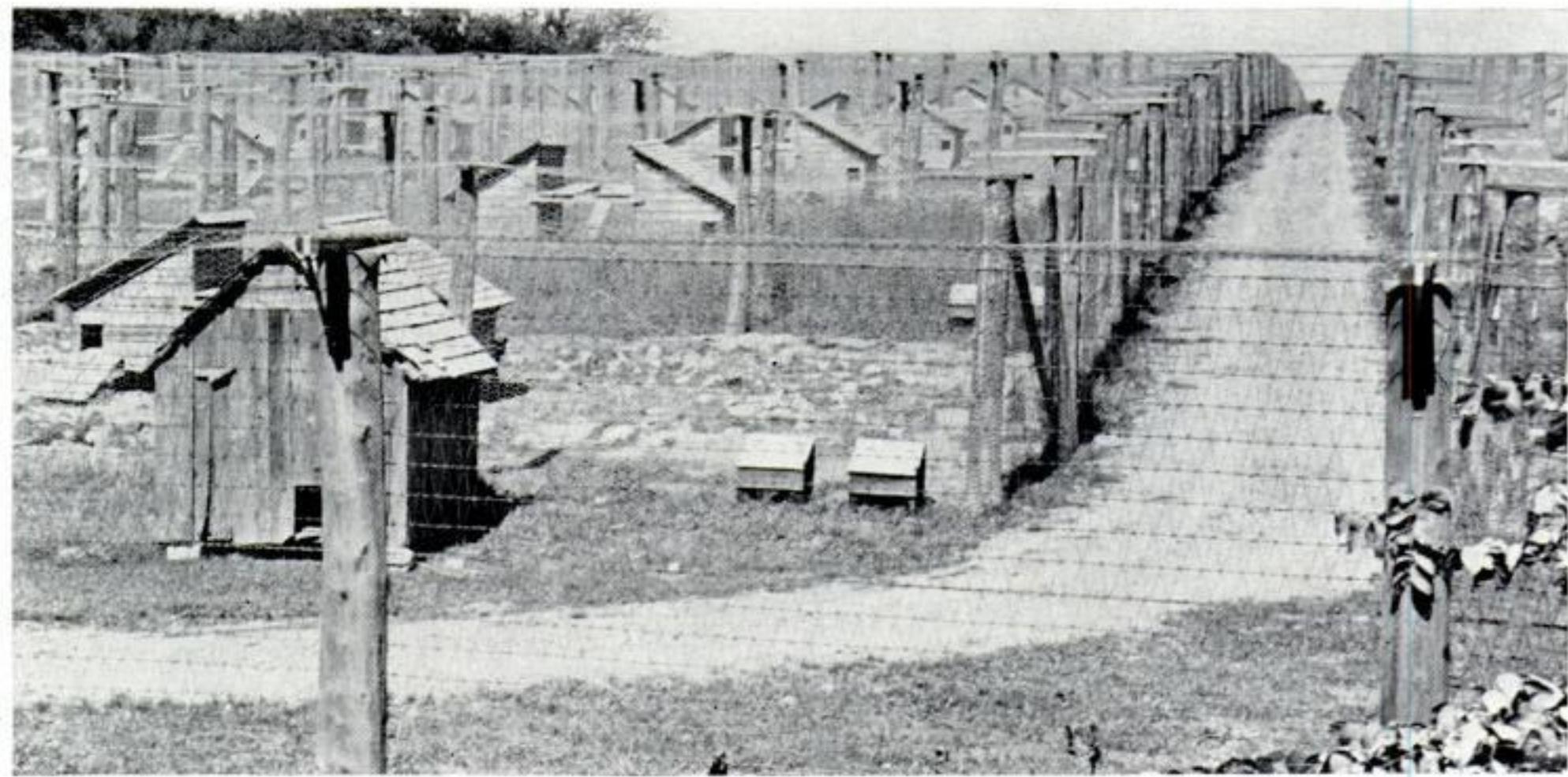
This sleepy-eyed old nag is destined shortly to be cut up into food for Fromm Bros. foxes. His flesh will then be served in one-pound portions on sterilized plates, together with carrots, oatmeal, eggs and cod-liver oil. Foxes are fastidious about their food, die readily from distemper. The Fromm Bros. feed bill is \$300,000 a year.

THE SILVER FOX BRINGS IN GOLD

BIGGEST and strangest private fur auction in the world was held Feb. 15 to 18 in Hamburg, a tiny Wisconsin village 20 miles from a railroad track. To it in special trains flocked leading U. S. department store and pelt buyers. They were lavishly entertained, were served as much free food and drink, day or night, as they could hold. Early in the week they inspected long racks of shimmering silver-fox pelts, jotted down notebooks full of figures. Later they assembled in the auction room to bid by silent signals for precious skins. This auction was one of the best in fur history, netting the four Fromm Brothers, world's biggest silver-fox breeders, close to \$1,000,000. Of 120 furs used for wearing apparel, silver fox alone cannot be imitated. Hence the \$3,075 tag on the furry ensemble worn by the lady on the opposite page.



Four Fromms, world's biggest fox farmers, pose for a picture beside one of their first pens (1914). They are Henry, Herbert, Ed and Walter. Herbert (with hat) is not a stockholder. John, who is, was too shy to pose.



Kennels on the Fromm farm are built in pairs in 40 by 40 ft. enclosures. Each holds from two to eight foxes, is cleaned by lifting off the roof. Inside each hut is a barrel filled with marsh hay in which the vixen makes

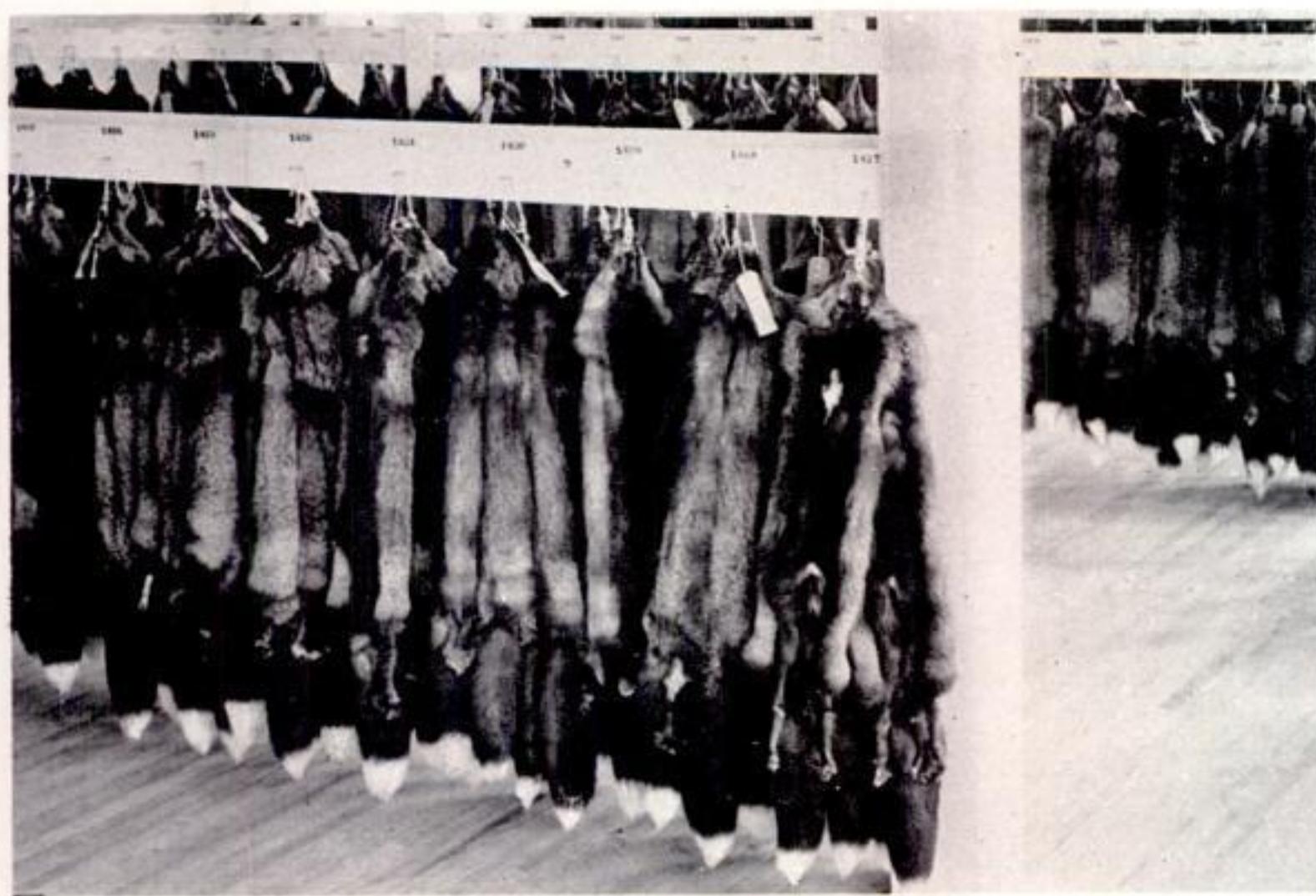
her nest. When her litter is born she gets anxious, hunts a new hiding place, drags her cubs by the scruff of the neck to Hut No. 2, settles down contentedly to suckle them. The 36,000 Fromm foxes are attended by 180 men.



In winter the foxes are turned loose on an enclosed range. Their fur, grown brown and coarse in the pens, acquires depth and sheen from Wisconsin's frosty nights.

The coveted silver sheen comes from black hair tips screening white stems below. Once a day a cart drives out with feed and medicine. Foxes are delicate animals,

frequently perish in droves from encephalitis. At pelting time, in December, they are corralled and put to sleep with a dab of carbon tetrachloride on the nose.



Pelts are hung in numbered lots, graded according to value, on long racks in the Fromm auction building. Buyers inspect them beforehand, jot down notes on color, sheen, thickness and weight. On auction day the racks are removed, benches for buyers substituted (see below).



A pencil wags.



A brow wrinkles.



A closed eye . . .



. . . opens to raise bid.



Buyers sit with poker faces, staring indifferently at notebooks. By sly and silent signals (see left strip) they indicate to Auctioneer Ed Fromm that the bid is raised \$2 or \$5.



This pelt brought \$555 last autumn, the highest price paid for a single fur since 1928. Before commercial breeding, a silver fox, freak offspring of red fox, brought as high as \$2,600.



IT TAKES A \$100,000 COURT LIKE THIS TO PLAY COURT TENNIS

(Photographs for LIFE by Munkácsi)

OLDEST, most aristocratic, most complicated, most expensive and most esoteric of all bat-and-ball games is court tennis. Played during the last 700 years by nearly every able-bodied French and English king, it was introduced to this country

in 1876 when a Boston Hunnewell and a Boston Thayer had a court built. Today it is played in a handful of clubs and on two private Long Island estates—those of Clarence Mackay and Mrs. Payne Whitney. A court-tennis court costs \$100,000 plus,

is built with a cement base whose finishing coat is of secret composition. Shown on these pages are the service and hazard sides of one of the two courts in Manhattan's Racquet & Tennis Club. For a brief explanation of the game, turn the page.



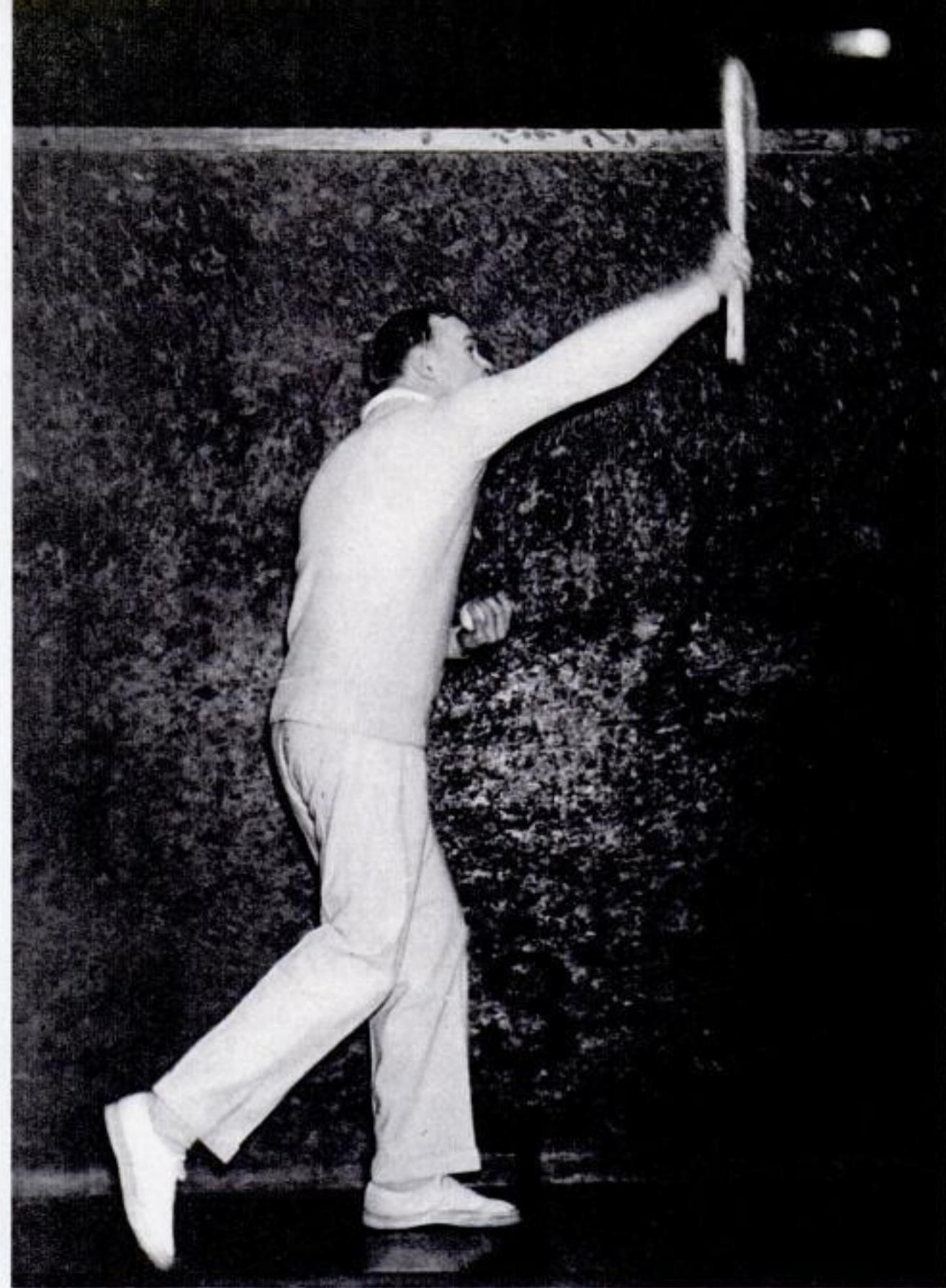
YOU ARE LOOKING TOWARD THE HAZARD SIDE OF COURT WHERE SERVE IS RECEIVED OFF PENTHOUSE ROOF AT LEFT



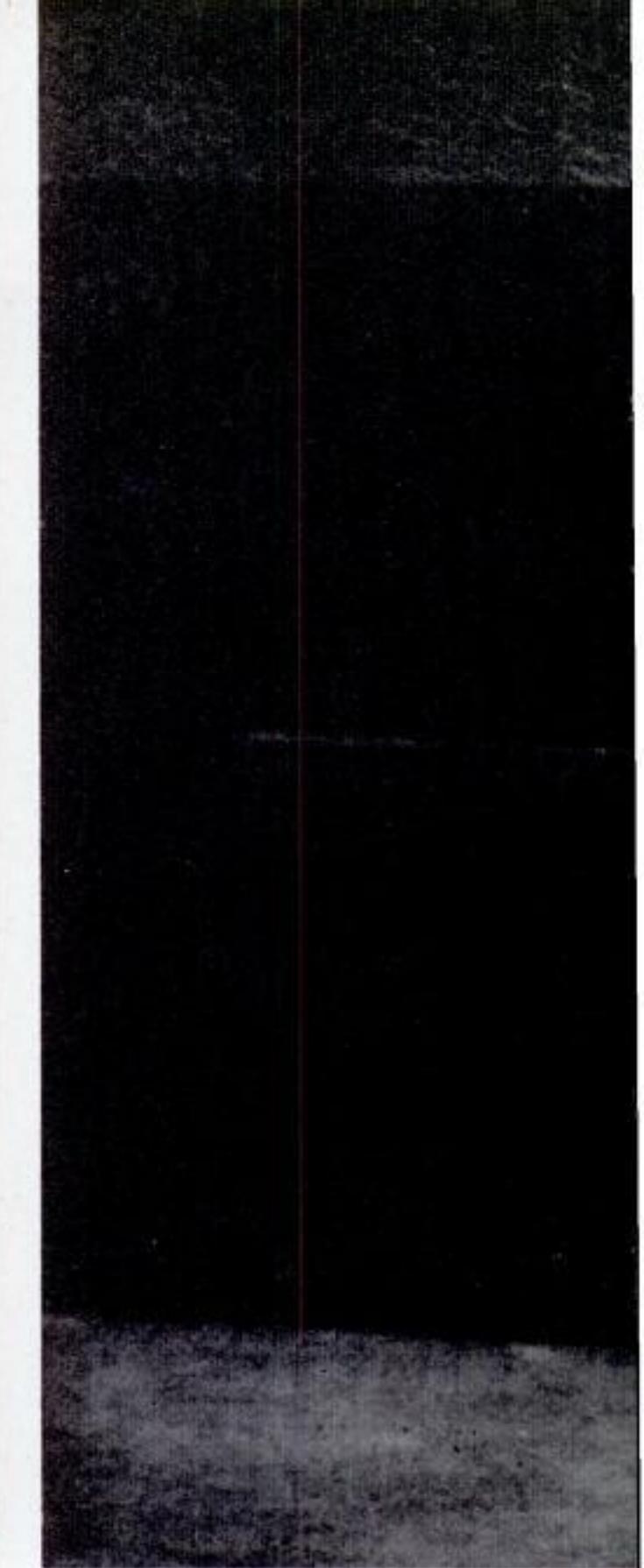
YOU ARE LOOKING TOWARD THE SERVICE SIDE OF COURT WHERE SERVER DEFENDS THE "DEDANS" IN BACK WALL



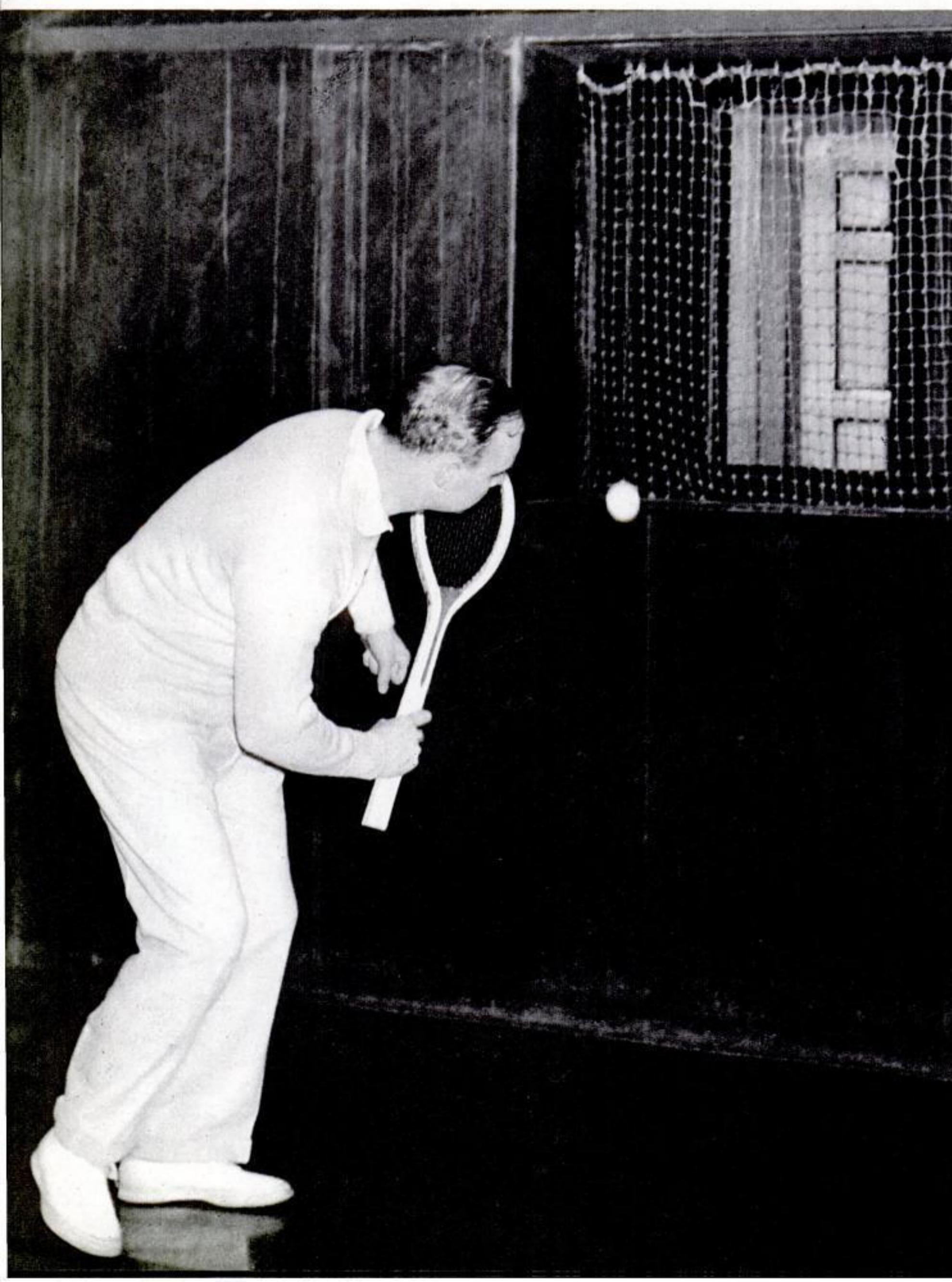
U. S. Amateur Champion Ogden Phipps throws up the ball . . .



. . . serves overhand along penthouse roof.



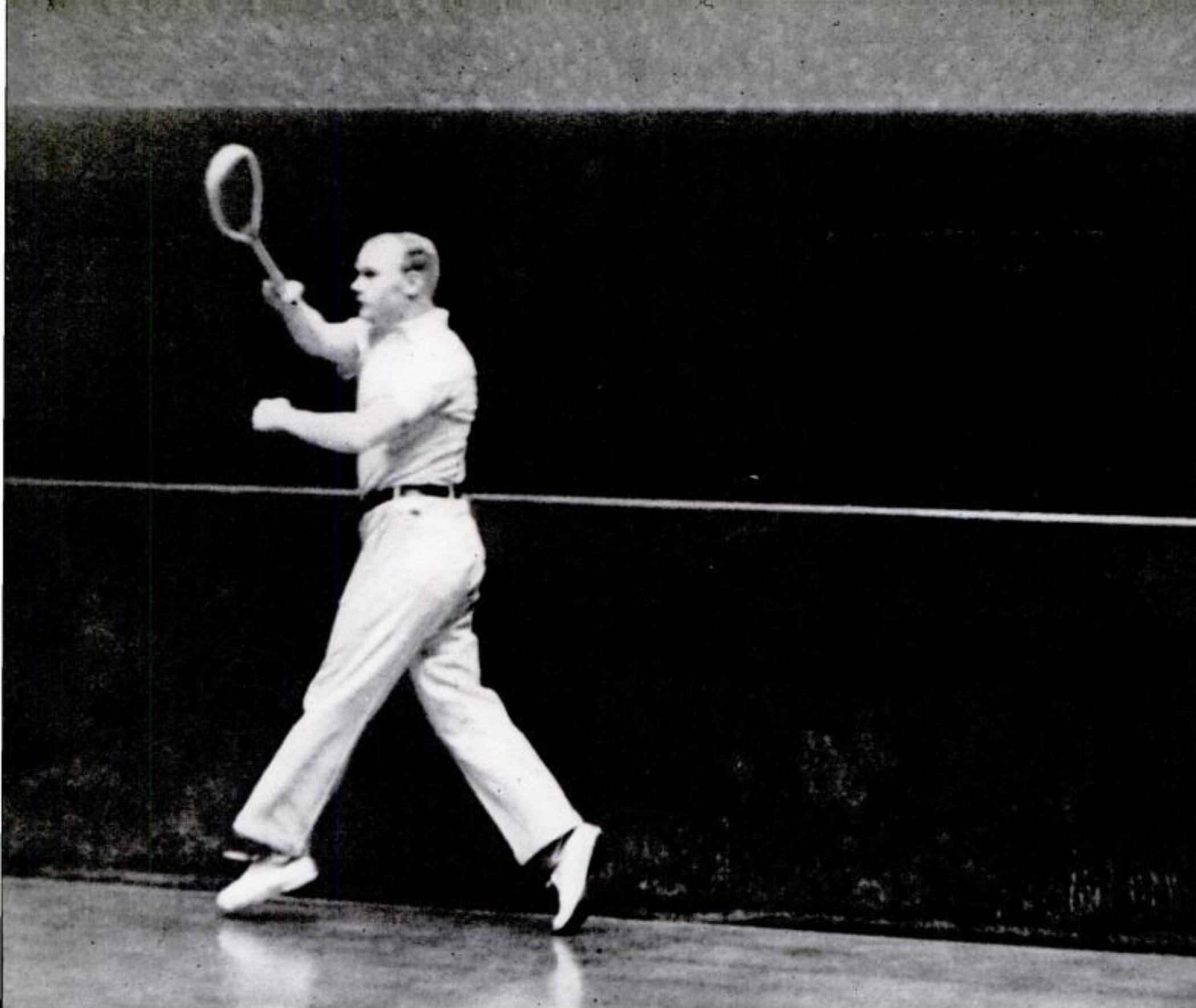
COURT TENNIS CHAMPION DEFENDS TITLE MARCH 1



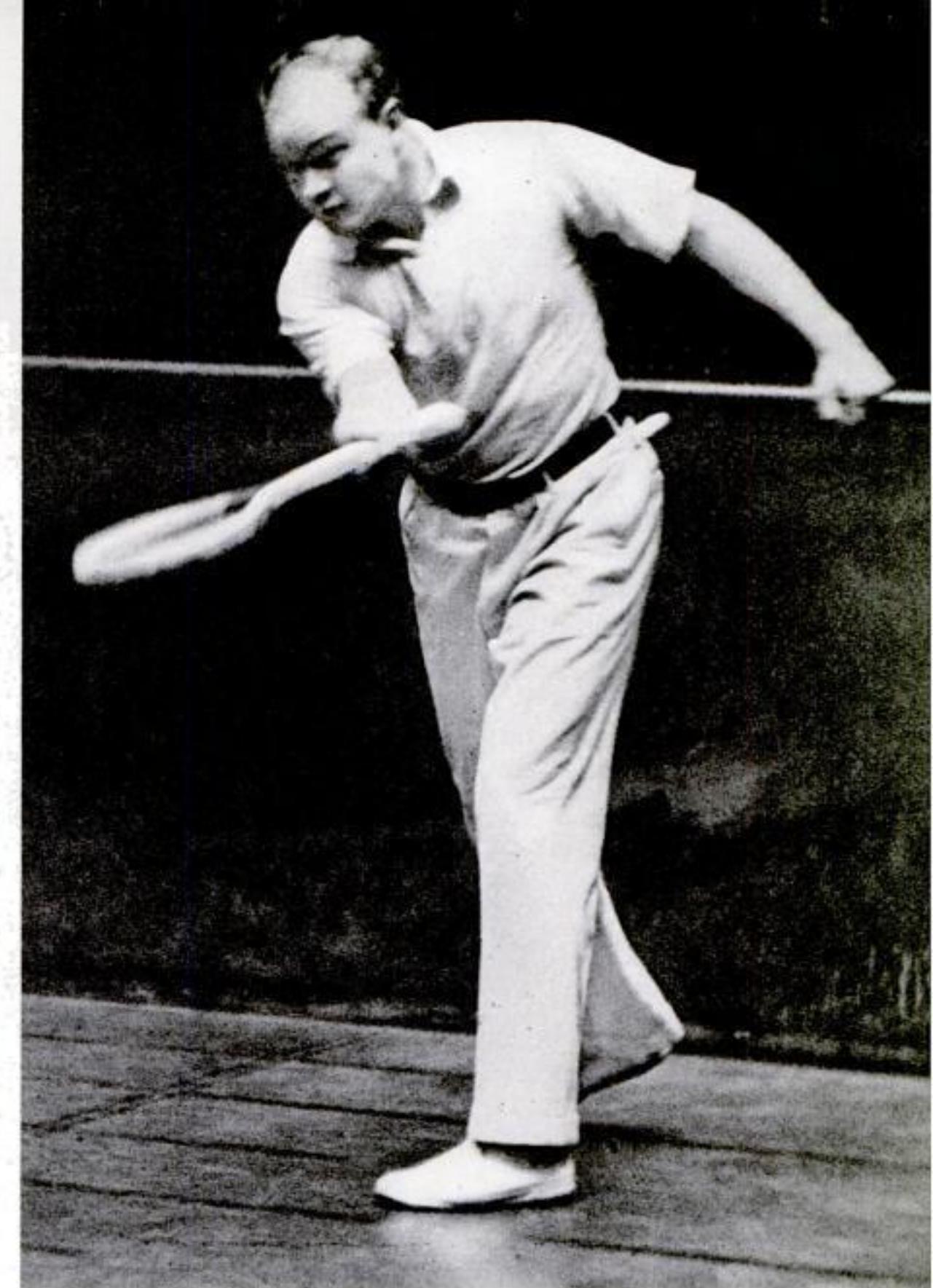
OGDEN PHIPPS, shown in action on these two pages, is the current national amateur champion of a game whose past players have included England's Henry VIII, France's Louis XIV, Spain's Philip IV, the Duke of Wellington (a very poor player), Napoleon (worse) and Jay Gould, who between 1907 and 1929 was defeated in singles only once. So popular in 14th Century France that it assumed the proportions of a vice and received the accolade of a royal edict issued against it, court tennis has less than 1,000 regular players in the U. S. Since it takes the ordinary player three years of practice before he can fully master its intricacies, LIFE herewith attempts no detailed explanation of court tennis but simply outlines its major features.

Nearly everything connected with court tennis is irregular. The bat is lopsided. The net slopes down at the centre. The two sides of the indoor court are different from each other. Using a cheviot-covered ball of cloth and twine somewhat smaller than a lawn-tennis ball, and with about one fourth of the latter's bounce, the game begins with a serve into the hazard, or receiving side (page 28, far end). The ball must strike the service penthouse, part of a roofed shed running around the left side wall and both end walls, and roll off on the hazard side before crossing a fault line, marked in white, near the right end of the penthouse. Once the ball is in play, the player on the service side may win the point by sending the ball, without touching the floor, into a small rectangular opening at one end of the back

Perfect backhand form is here exhibited by National Champion Ogden Phipps, about to return a ball which has trickled off the dedans roof on the service side of one of the courts at the Racquet & Tennis Club in New York.



Defending the dedans, exemplified above by Phipps, takes great speed and agility.



Cutting the ball heavily is a famous Phipps specialty.

wall of the hazard side known as the "grille," or into the last, or "winning gallery" in the left side wall, just under the penthouse. The third hazard on the hazard side is the "tambour," a buttress which projects at 45 degrees on the right side of the court. Since a ball cut against the tambour rebounds erratically, a player who is set to defend the grille finds himself badly out of position if the ball hits the tambour instead. Scoring is approximately the same as in lawn tennis.

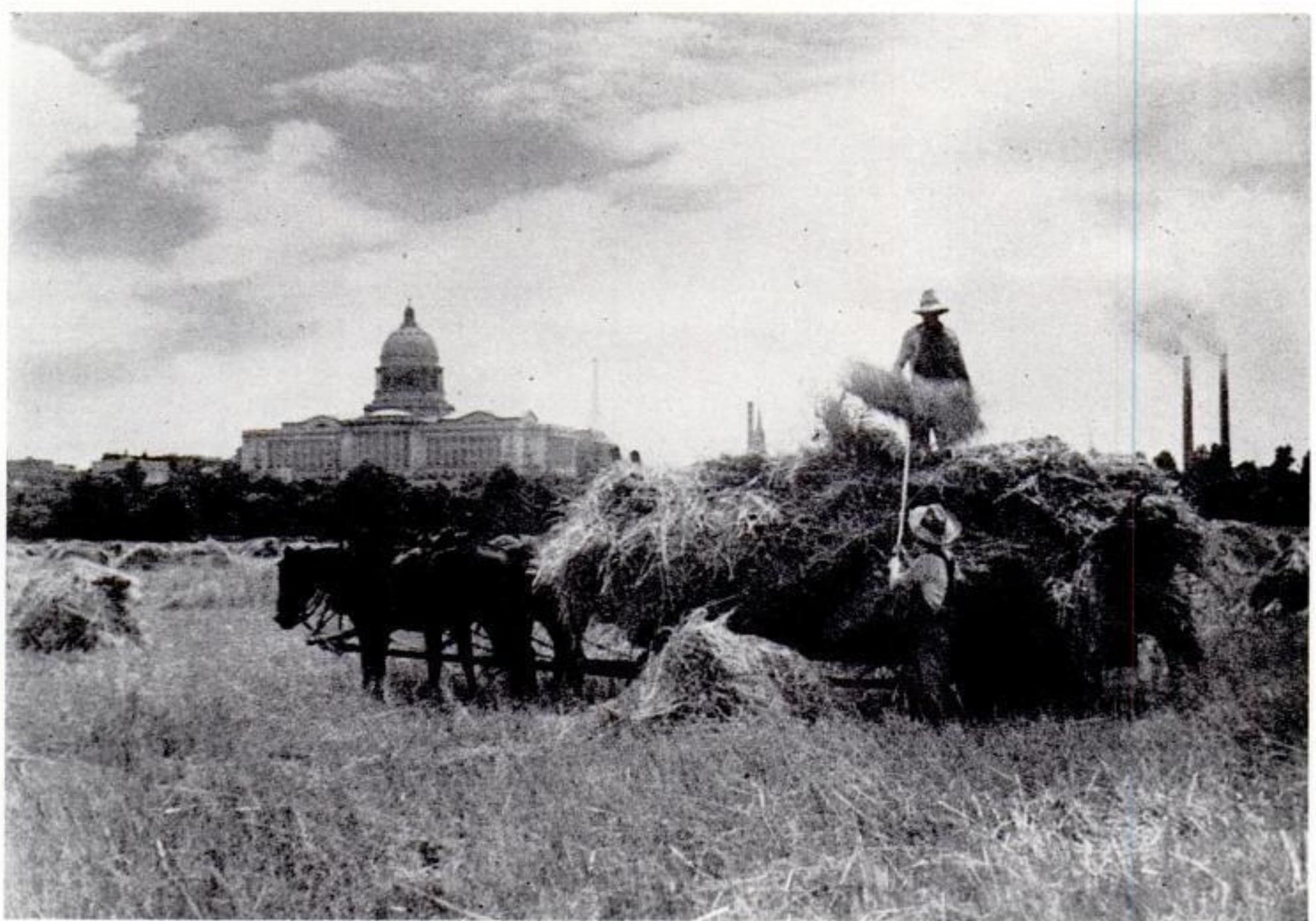
Only hazard on the service side (page 29, far end) is the "dedans"—a 21½ foot opening in the end wall, covered by a net, behind which sit the spectators. A ball volleyed into the dedans from the hazard side wins the point. A more complicated way of gaining a point is laying down a winning chase. In the picture on page 29 you see that the floor is marked with a series of parallel lines averaging a yard apart, each indicating the distance from the end wall. After a serve, when the receiver returns the ball, the server may choose not to play it. The ball strikes the floor, rises, then drops, for example, on the third line from the end wall. "Chase three," cries the marker, (i. e. linesman) referring to the point of the second bound. Once two chases have been laid down (or one when it is game point), the player who has made them goes over to the service side to defend them. This means that he serves, while his opponent must keep returning the ball during the rally so that on its second bound it will strike each time inside the point at which the chase which is being defended was made—or, in the above case, inside the three-yard line. A chase of one yard or less is extremely difficult to better. Ogden Phipps, who will defend his national title in Philadelphia the first week of March, is noted for his skill in laying down short chases. At 28 he is the player most likely to approach Jay Gould's phenomenal championship record.



Copy of the chairs which embellished the Royal Dedans at the court-tennis court built by Henry VIII at Hampton Court Palace 408 years ago, these chairs, rarely occupied, adorn the dedans of Manhattan's Racquet Club.

THOMAS BENTON PAINTS A HISTORY OF HIS OWN MISSOURI

IN 1935 the Missouri legislature commissioned Thomas Hart Benton to paint a mural history of the State on the walls of the lounge in the State House in Jefferson City. It chose Tom Benton because he is Missouri's ablest painter and comes from one of Missouri's most distinguished families. The legislature, however, never expected to get anything like the Benton History of Missouri which was completed just before this year's session began in January. No pretty glorification, the murals turned out to be a raw and animated review of Missouri's past and present (see pages 35-37 for color reproductions). They gave full space to Missouri's first settlers, its first railroad, its agriculture and industry, its great Champ Clark. But they also gave space to a slave auction, a lynching, Jesse James of Clay County, Frankie and Johnny of St. Louis. Loud were complaints that Benton was vulgar, that he had distorted Missouri into a "houn' dog State." But Benton supporters pointed out that Missouri was, after all, a "houn' dog State" whose natives did call each other "puke." As the fuss subsided, Missourians began to look at the murals more calmly. Though they admitted that the pictures were interesting, they still felt that it wasn't a fitting way for a son of Missouri to tell the story of his native State.



The Missouri State House is in Jefferson City, right on the edge of this hay field. Since it was finished in 1917 many a mural has been painted on its walls, all

of them much more staid than the gaunt and lively ones with which Thomas Hart Benton covered 45,000 sq. ft. of wall space in the House of Representatives' lounge.



The Missouri House of Representatives, shown in session above, convened last January to find that the subject of most violent discussion was Art, i.e. the Benton murals.

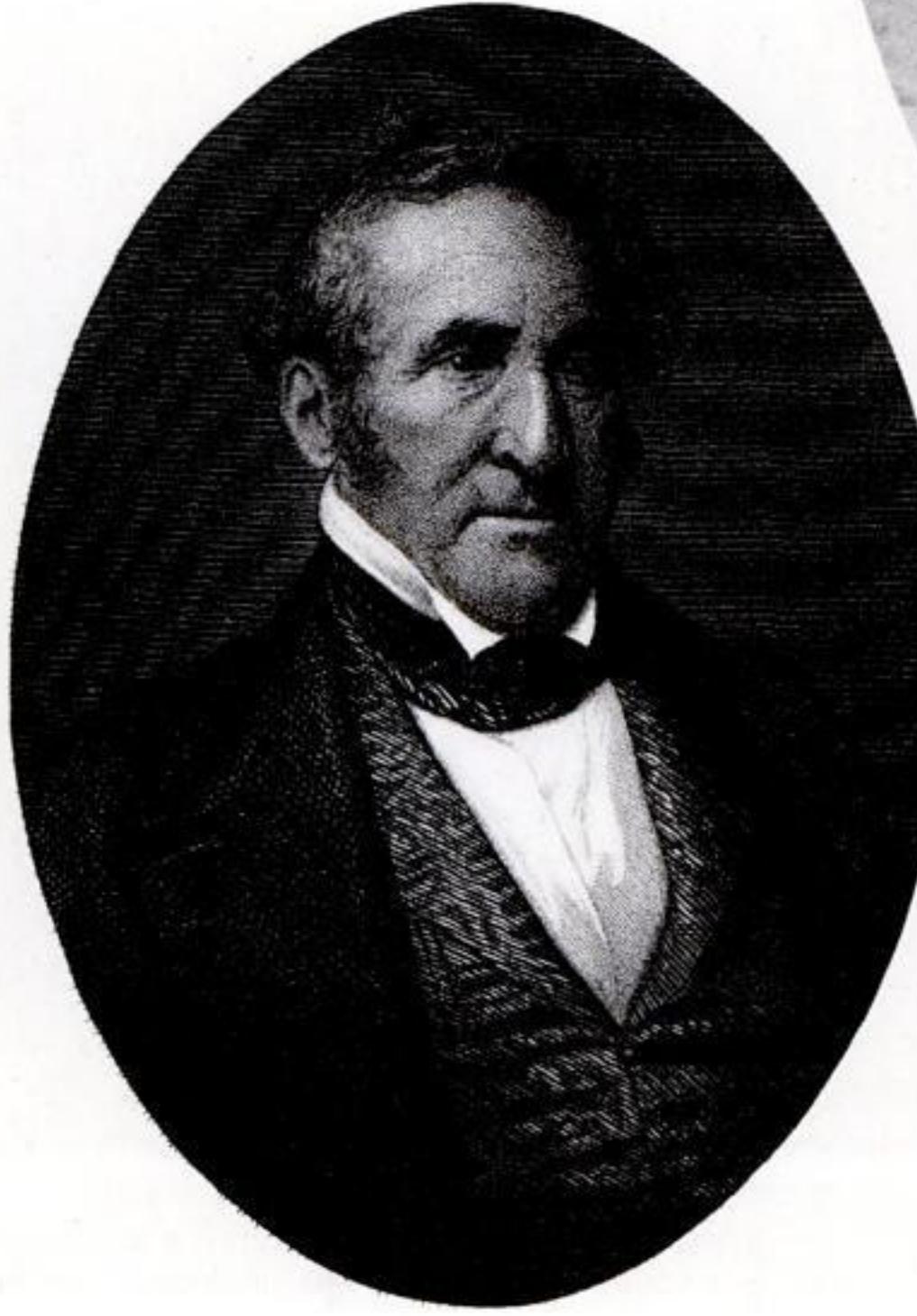
There was an outburst of acrid comment but, Mr. Benton having finished his job and been paid \$16,000, most legislators felt it was too late to do anything. Some die-

hards, led by Chairman of Appropriations Committee Taylor insisted they would move to have the murals obliterated. It seemed unlikely that they would succeed.



Benton took 15 months to do his murals. Nine months were spent reading and driving around Missouri to sketch people and scenes. Six months were spent on the actual murals. First Benton made clay models to adjust perspective, next sketched on the walls in charcoal, finally filled in with paint. A quick,

sure artist, he never had to go over his own work, painted from 6 in the morning to 5 at night. For his palette, he used a porcelain table top on which he mixed paint with whites of eggs. While he worked, people wandered in and out (above), watching him paint and offering free advice and criticism.



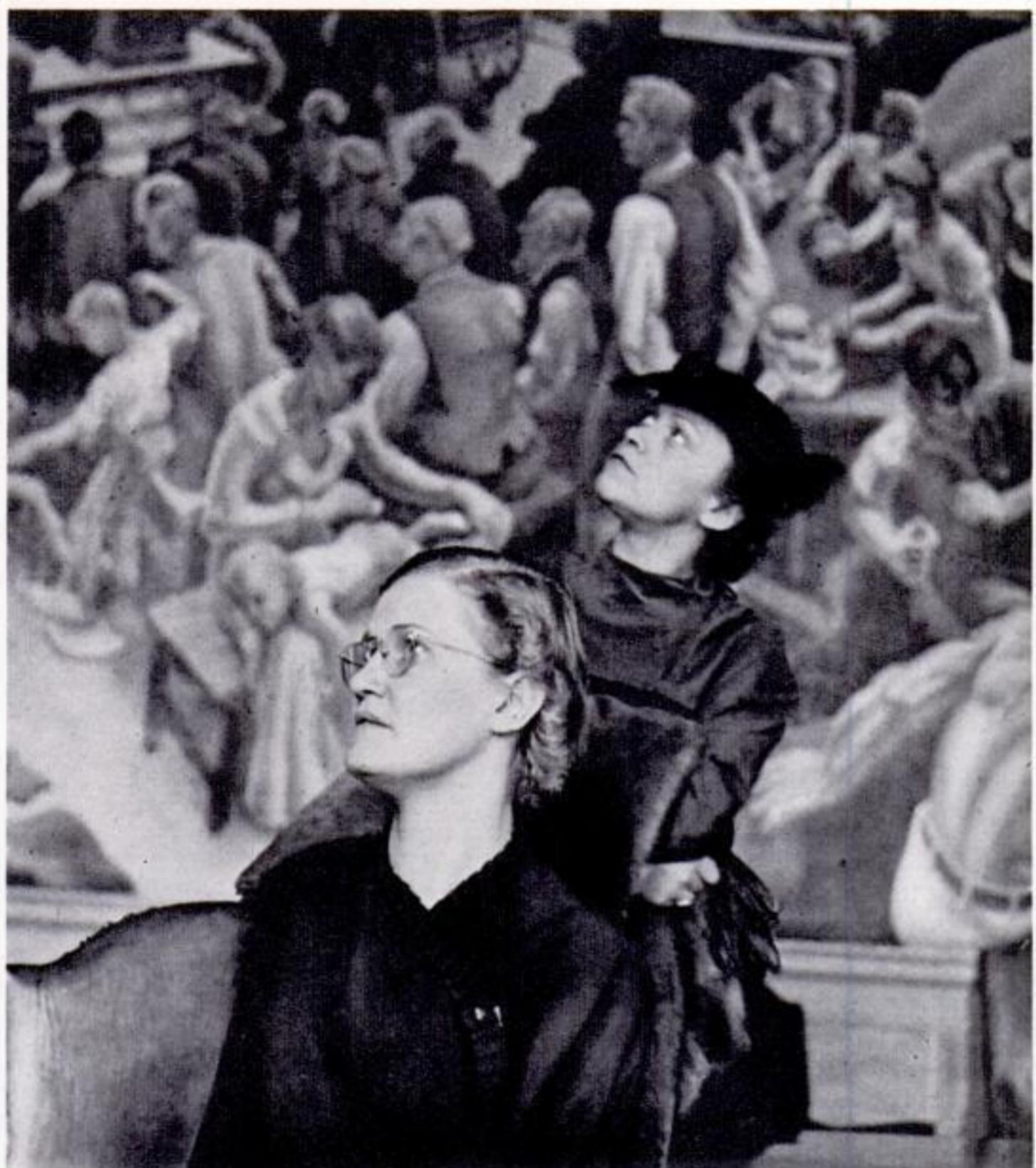
Sourest comment on the Benton murals was delivered by Representative Max Asotsky (above), Kansas City realtor who said, "They'd go swell in a lot of Kansas City barrooms." Other legislators were content to call them "garish" and "a waste of money." One sensitive Senator complained that when he went into the lounge he felt that the walls were falling on him.

The Bentons of Missouri are that State's most revered political family. Missourians say that if Tom Benton were not a Benton he never could get away with such unconventional murals. Thomas Hart Benton (left), granduncle of the artist, was Missouri's first Senator and, next to Jackson himself, the most important Democrat of the Jacksonian era. He was elected Senator in 1820 when Missouri became a State, served for 30 years. For defending hard currency, he earned the nickname "Old Bullion." For stanchly supporting and advising Jackson, he became "Old Hickory's" right-hand man. By encouraging railroad building and originating the homestead-grant policy, he did more than any Senator to help westward expansion. In 1851 he fell from power, died seven years later. His nephew Maecenas (above), Artist Benton's father, was a U. S. district attorney for Missouri. Removed from office for "intense partisanship" by President Cleveland in 1886, he was later reinstated, elected to Congress.

BENTON'S MISSOURI (continued)



THOMAS BENTON (RIGHT) EXPLAINS HIS MURALS TO A FRIEND



MISSOURIANS FEEL THE MURALS NEED EXPLAINING

THOMAS HART BENTON is 48, dark, active, only 5 ft. 3½ in. tall. He likes to play the harmonica. He was born at the edge of the Missouri Ozarks, studied in Paris, came back to explore America. Intensely interested in U.S. life and social history, he is one of the best and most vivid painters of the American scene. Two years ago he left New York because he preferred Missouri, now teaches in Kansas City where he lives with his Italian wife and nine-year-old son, Thomas Piacenza.



Former Governor Guy B. Park is the model for the man sitting on the platform in the mural opposite.



A State House porter, known as Popeye, was Benton's model for Nigger Jim in the mural which is shown on page 36.

BECAUSE he used only real people as models, Benton immortalized many a contemporary Missourian. In the top picture on opposite page the boy eating is his son; the lawyer addressing the jury is his brother Nat. In the lower picture the speaker in front of the poster of Champ Clark is Benton's father; the men on the platform, Mayor Means Ray of Jefferson City and former Governor Park (left). The boys in the aisle are Benton's nephews, the baby is the son of a former adjutant general.



A childhood friend of Benton's, now Mrs. Pickens, a WPA typist, is model for the sunbonnet girl opposite.



BENTON LIKES MISSOURI BUT MISSOURI DOES NOT LIKE BENTON'S MISSOURI

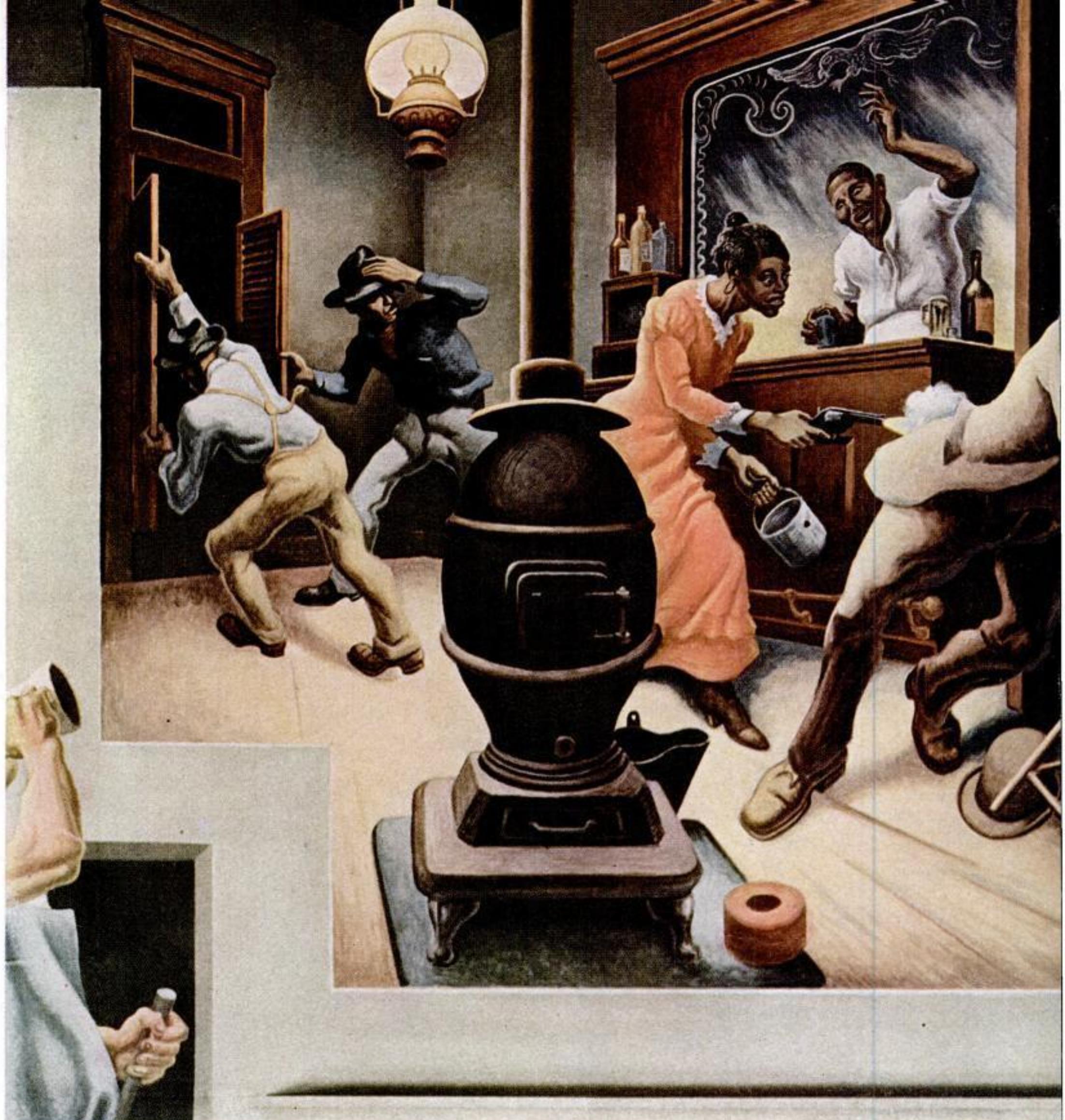


MISSOURI'S LEGENDS AND MISSOURI'S LIVING

... both have their place in the Benton State House murals. Frankie and Johnny, Huck Finn and Nigger Jim, share wall space with Democratic Boss Tom J. Pendergast and a stockyard "knocker," key man in Kansas City's biggest industry. Boss Pendergast, who runs Kansas City, sits on the platform at a political meeting, looking over his cigar and scarcely listening to the speech of R. Bryson Jones, insurance man. The knocker, his mallet raised, is about to hit a calf on the head, pass its stunned hulk to a man who will slit its throat.

Frankie catches Johnny in a St. Louis saloon (right) and, not waiting even to put down her beer can, rights the wrong he done her.

Huck Finn (below) admires the big catfish that Nigger Jim has just pulled out of the Mississippi. Notice the steamboat's name.





Kansas City stockyards (right) overshadow the William Rockhill Nelson Gallery of Art while Boss H. Pendergast sits inattentive on the platform at a political meeting which merges into a night club.

★ ★ ★
DRY
*that's the way knowing
drinkers like their whiskey*

DISCOVER for yourself the tang of a whiskey-and-soda made with a truly *dry* whiskey like Paul Jones—a deep-flavored hearty whiskey without even a trace of sweetness to mar its gloriously brisk flavor.

This quality of dryness in Paul Jones has always appealed to men who like their whiskey—and their cocktails—crisp and clean-flavored.

And that is one of the reasons why Paul Jones has been famous as "A Gentleman's Whiskey" since 1865.

★ ★ ★
Frankfort Distilleries, Incorporated, Louisville & Baltimore, makers of Four Roses (94 proof), Old Oscar Pepper brand (90 proof), Mattingly & Moore (90 proof), all blends of straight whiskies.
★ ★



★ ★ ★
A BLEND OF STRAIGHT WHISKIES — 92 PROOF



Paul Jones
A GENTLEMAN'S WHISKEY SINCE 1865

THE BUSINESS OF BEAUTY IS THE BUSINESS OF RUBINSTEIN

One of the world's leading cosmeticians, Polish-born Helena Rubinstein does an annual business of several million dollars. She has several hundred salons in cities from New York and Paris to Melbourne and Bombay. In department stores and swank drugstores all over the world, 150 of her products are on sale. Newest, toniest Rubinstein salon occupies a seven-story building on Manhattan's Fifth Avenue. It boasts such refinements as Chirico paintings, Malvina Hoffman murals, a

sunray gymnasium, electric and mineral baths, an outdoor roof terrace for exercise and games. Thither Manhattan debutantes, matrons and dowagers repair to repair their facial faults, improve cloudy complexions. The woman below is undergoing a "beautilift" facial treatment, calculated to restore firmness to her sagging cheeks and chin.

To call attention to her new salon, resourceful Mme Rubinstein recently had girls pose behind frames in her Fifth Avenue windows so as to give the

effect of paintings by such famed artists as Rembrandt and Manet and Picasso but adorned with modern coiffure, make-up and dress as if they had just stepped from a Rubinstein salon (*see next page*). Each "living picture" remained on view for 15 minutes, was then succeeded by another. The modern public's regard for art is attested by the crowds which speedily collected to gape at Rembrandt and Manet and Picasso à la Rubinstein, made the Fifth Avenue sidewalk nearly impassable.



A "BEAUTILIFT" TREATMENT COMPLETE WITH LOTION, MASK AND MASSAGE, TAKES AN HOUR, COSTS \$6.

MME RUBINSTEIN'S LIVING ART BLOCKS FIFTH AVENUE TRAFFIC

(continued)

SO great were the crowds which speedily collected before 715 Fifth Avenue to see Helena Rubinstein's living-model versions of famous paintings such as Manet's *The Balcony* (below), that the august Fifth Avenue Association, ever mindful of that thoroughfare's commercial dignity, sent representatives to remonstrate with her. Since the Association's established show-window rules prohibit moving figures but not still life, and since the Rubinstein portraits were eminently still, Mme Rubinstein could properly have stood on her rights. Instead she agreed to withdraw her living pictures.

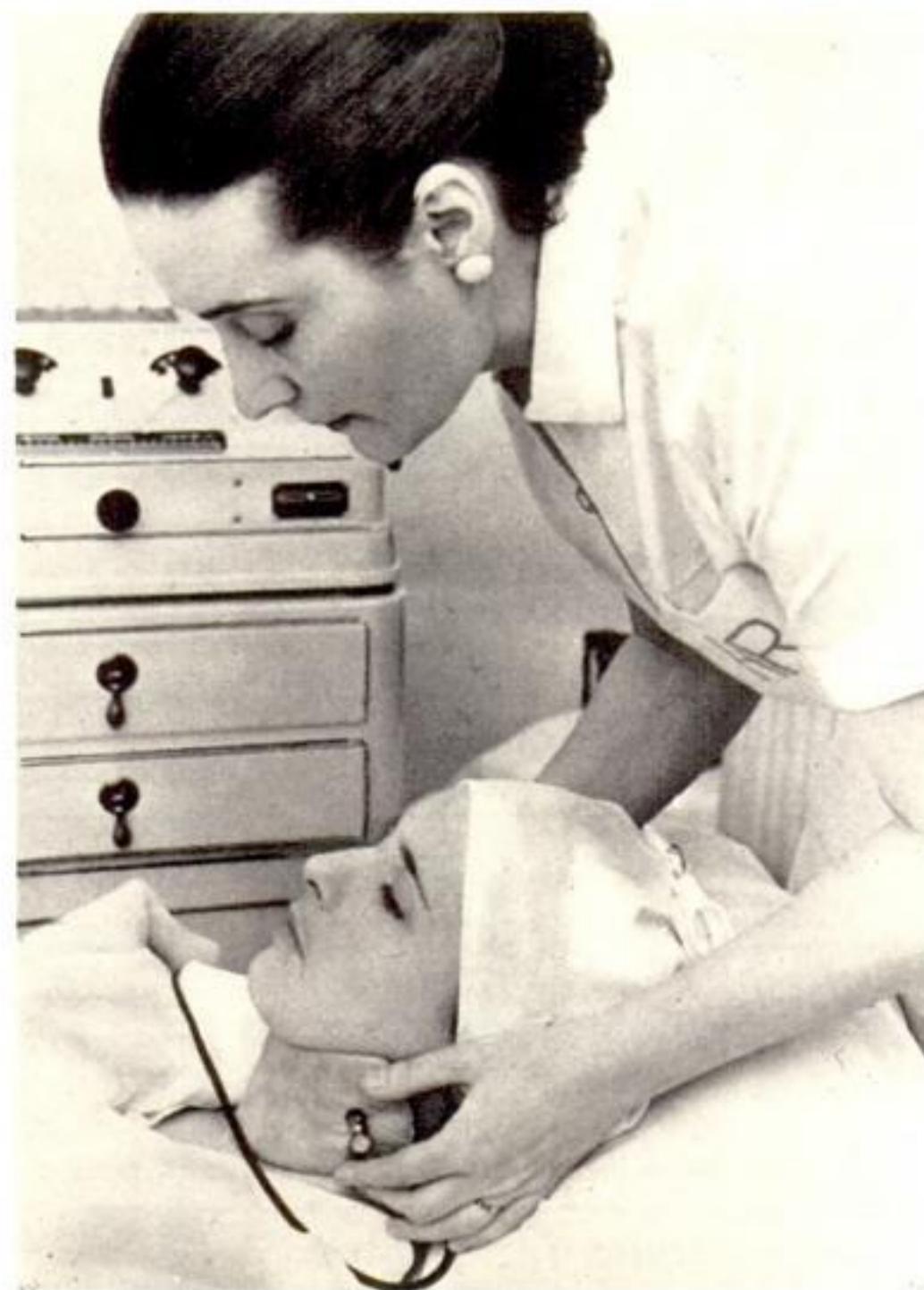


A basal metabolism test such as the girl below is taking, provides an index to glandular condition and dietary needs, is a prerequisite to the Rubinstein body-treatment course.



Pollaiuollo's *Portrait of an Unknown Lady*, as posed by a Rubinstein model, shows cosmetic touches unknown to 15th Century Italy. Cynosure at top of page is a living-model Rubinstein rendition of Picasso's *Femme à la Chemise*.

The electrotonic treatment (below) is one of 50 Rubinstein methods of trying to improve the female face. Designed primarily for "the more mature type of skin," it costs \$10.



One Sensible Rule to Observe When Drinking . . .

Giddy-ap...Whoa!



WITH a horse that's frisky...or a "pony" of whiskey...know when to "pull up on the reins". Most important of all, know the nature of whatever you hitch your carriage or your cocktail to. Hitch it to G & W. Why G & W? Because it's *Good Whiskey*. Good to begin with because it begins with good ingredients. Good all the way through because it's *controlled* at every step. Don't run away with it, and it won't run away with you. *Get Wise*...get G & W tonight. It's *Good Whiskey*!

Here are just three of G & W's line of fine whiskies . . . a price to suit every purse, a type to suit every person. Whether you want a *Good Whiskey* or a *Gin Wonder*, look for the initials "G & W" . . . You can't *Go Wrong*!



Get Wise...get **G & W**...it's *Good Whiskey*

© 1937 GOODERHAM & WORTS, LTD., Detroit, Michigan—Est. 1832. G & W 7-Star Blended Whiskey, 90 proof—The straight whiskey in this product is six years old; 35% straight whiskey, 65% neutral spirits distilled from grain. G & W 5-Star Blended Whiskey, 90 proof—The straight whiskey in this product is six years old; 23% straight whiskey, 77% neutral spirits distilled from grain. G & W Bonded Stock Straight Bourbon or Rye Whiskey, 100 proof—Bottled in Bond in Canada. This whiskey is seven years old.

A BILLION MILES Without a Gear



1. FLICK THE LEVER
HERE TO THE GEAR
YOU WANT NEXT!

2. JUST LIFT YOUR TOE
HERE . . . AND THE
GEARS SHIFT!

3. FLOOR ALL CLEAR
HERE . . . NO GEAR
OR BRAKE LEVER!

HUDSON

No. 1 CAR OF THE
MODERATE PRICE FIELD

ES OF DRIVING Shift Lever!

More than 100,000 Hudson and Terraplane owners have already driven over *a billion miles* this NEW way . . . selecting gears with a finger flick at the wheel, instead of tugging at a hand gear lever!

In a Hudson or Terraplane with the new Selective Automatic Shift, you can forget the clutch pedal. Just lift your toe from the accelerator . . . and gears shift themselves. Both hands stay on the wheel . . . both eyes on the road. The front floor is clear of the levers that used to clutter it up. There is foot room for three, along with 55 full inches of front seat comfort . . .

several inches more than you find in any other popular car.

Of course the conventional gear lever is available without cost if desired . . . but once you have driven this magically easier and safer way, we believe you will want the Selective Automatic Shift, an optional extra on all 1937 Hudsons and Terraplanes. Try it . . . today. And discover the long list of other advantages that make these the No. 1 Cars of the moderate and low price fields.

HUDSON MOTOR CAR COMPANY • Detroit, Mich.

Hudson Motors of Canada, Ltd., Tilbury, Ontario

"GREATEST FEATURE OF ALL!" SAY HUDSON AND TERRAPLANE OWNERS!



"I'd hate to go back to any car with ordinary gear shift levers. With your method of gear shifting the middle rider in the front seat really is comfortable."

G. W. H.,
Minneapolis, Minn.

"Electric gear shifting and the width of the front seat are the 1937 features that appeal to me most. But back of all that is 500,000 miles of satisfactory service from Hudson-built cars."

H. B., Tyler, Texas



"The electric shift makes it the easiest car to drive on the road. Performance, beauty and roominess are also big features with me."

J. C. S., Fairfield, Ala.



"To me the Selective Automatic gear shift is the outstanding feature of my new Terraplane. I like the car's power, too. It easily climbs the steepest hills and believe me we have some hills here in New Mexico."

D. J., Santa Fe, N. M.



"What is the outstanding feature of the 1937 Hudson-built cars? Automatic gear shifting, of course! Double carburetion, dependable brakes, extra room and smooth performance are important, too."

M. R. W., Dilworth, Minn.



"Automatic gear shifting appeals to me as a woman driver. Appearance means a lot, too, and I think the 1937 Hudson is the best looking car in its price field."

Mrs. L. E. C., Washington, D. C.



"This year's Hudson is TOPS. Your new method of shifting makes driving an exclusive Hudson pleasure. Other features that I would rank one, two, three, are the braking system, motor performance and economy."

L. L. U. Jr., Norfolk, Va.

REMARKABLE ECONOMY PROVED AGAIN!

Los Angeles, Calif.: Hudson Eight—22.71 miles per gallon! Terraplane—22 miles per gallon! These are the *official* gasoline mileage figures established by Hudson and Terraplane in the 1937 Los Angeles-Yosemite Economy Run. And they are *certified* by the American Automobile Association, under whose supervision the test

was held. Hudson beat all other Eights by more than 2 miles per gallon. Terraplane had the best gasoline mileage of all leading low priced cars. This annual classic was run over a twisting, mountainous, 352-mile course. Each car carried *five passengers and baggage*—with no coasting allowed.

TERRAPLANE

No. 1 CAR OF THE LOW PRICE FIELD



S. S. PENNLAND ENTERING NEW YORK HARBOR

 SPECIAL CORONATION
SAILINGS
APRIL 10-17-24 MAY 1



FOOD TO MATCH the astounding appetites that sea air and shipboard activities develop.

THIS JOLLY CROWD typifies the friendly, carefree time you'll have on these democratic, one class ships. Come and join the party!



DANCING IN THE SUN... and not far away you'll find sun bathers, deck tennis and shuffle board enthusiasts. These broad decks are devoted, without restriction, to your having one happy and glorious time at sea.



ONE CLASS RUN-OF-THE-SHIP

From the wide sweep of the broad sunny unrestricted decks to the wide range of fine foods and wines on the menus . . . from the friendly, healthful deck sports in the bracing sea air to the gay camaraderie of the dance floor . . . your life aboard the one class Arnold Bernstein or Red Star Liners will truly be "more abundant."

But there is more than the complete modern facilities and fine service these ships have to offer. There is a friendly and informal atmosphere that is in tune with the modern American way of living. Without stilted formality everyone knows everyone else and the entire ship is one happy, friendly crowd.

Join the seasoned travelers who know Transatlantic values . . . who know how much fun you can have on a voyage. Enjoy luxury at low cost! Sail the friendly way . . . "one class run-of-the-ship."

*(Readers of LIFE should write at once for Booklet L. This booklet describes and illustrates—through photographs taken while the ships were in mid ocean—what a marvelous time you'll have sailing on the Modern One Class Fleet.)

ARNOLD BERNSTEIN • RED STAR LINES
THE MODERN ONE CLASS FLEET 17 BATTERY PLACE, N. Y. C.



COCKTAILS BY ARTHUR as famed on the North Atlantic as our carefully selected wines at extremely low prices.



AS INTO YOUR OWN GARAGE your car rolls aboard on an exclusive patented gangway. No hoisting, no crating, no straining. You can save enough money on transportation in Europe to pay for the shipping of your car. We will handle all the details such as International Driving License, insurance, road maps, etc. Shipping costs—

\$135 up ROUND TRIP
Write for Automobile Booklet

WEEKLY SAILINGS TO EUROPE
Round Trip — Minimum Rates—
Winter Season

ARNOLD BERNSTEIN LINE
Antwerp . . . \$170
Rotterdam . . . \$170

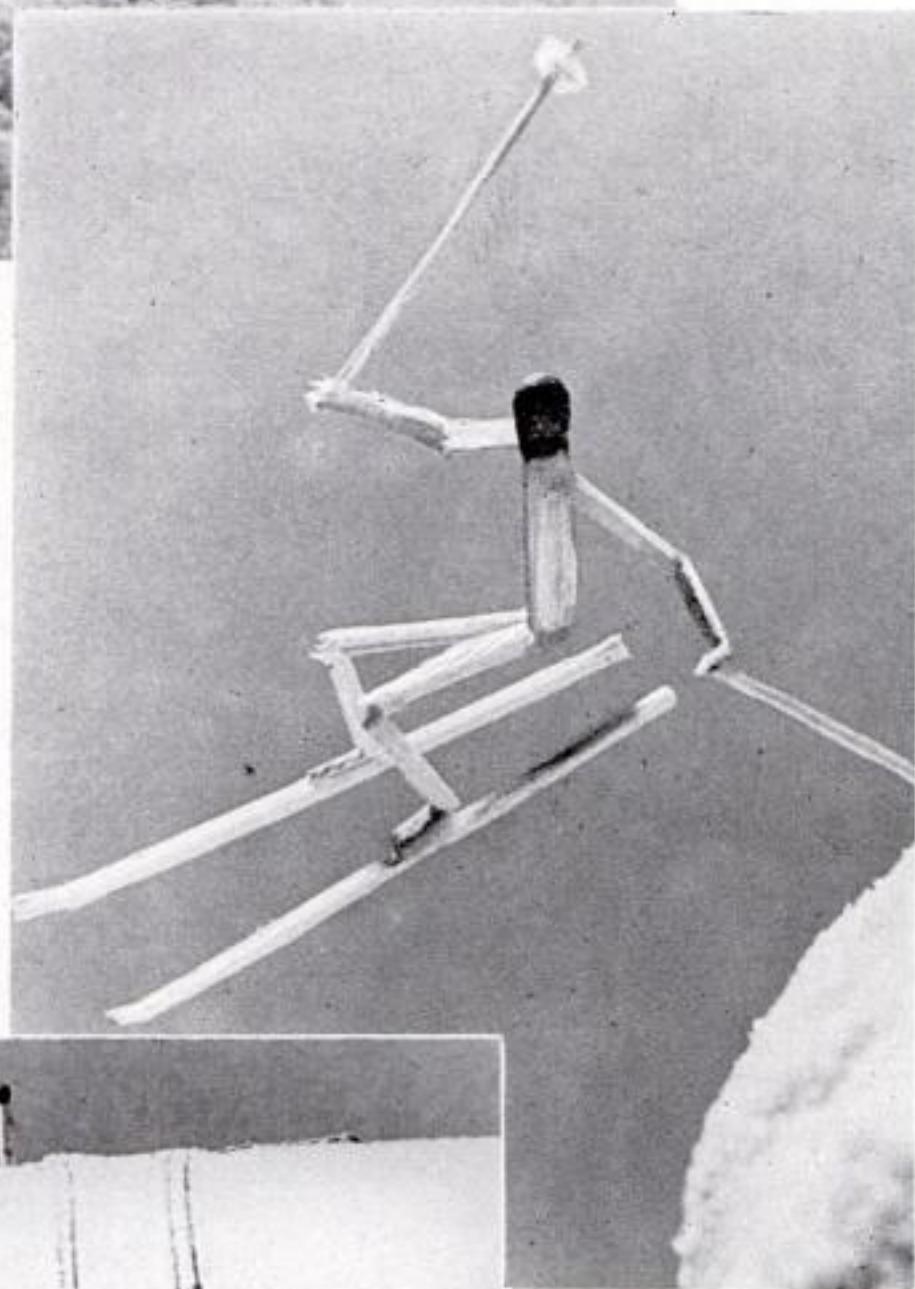
RED STAR LINE
Southampton . . . \$225
Antwerp . . . \$233
TOURIST CLASS IS TOP

MATCH SKIERS

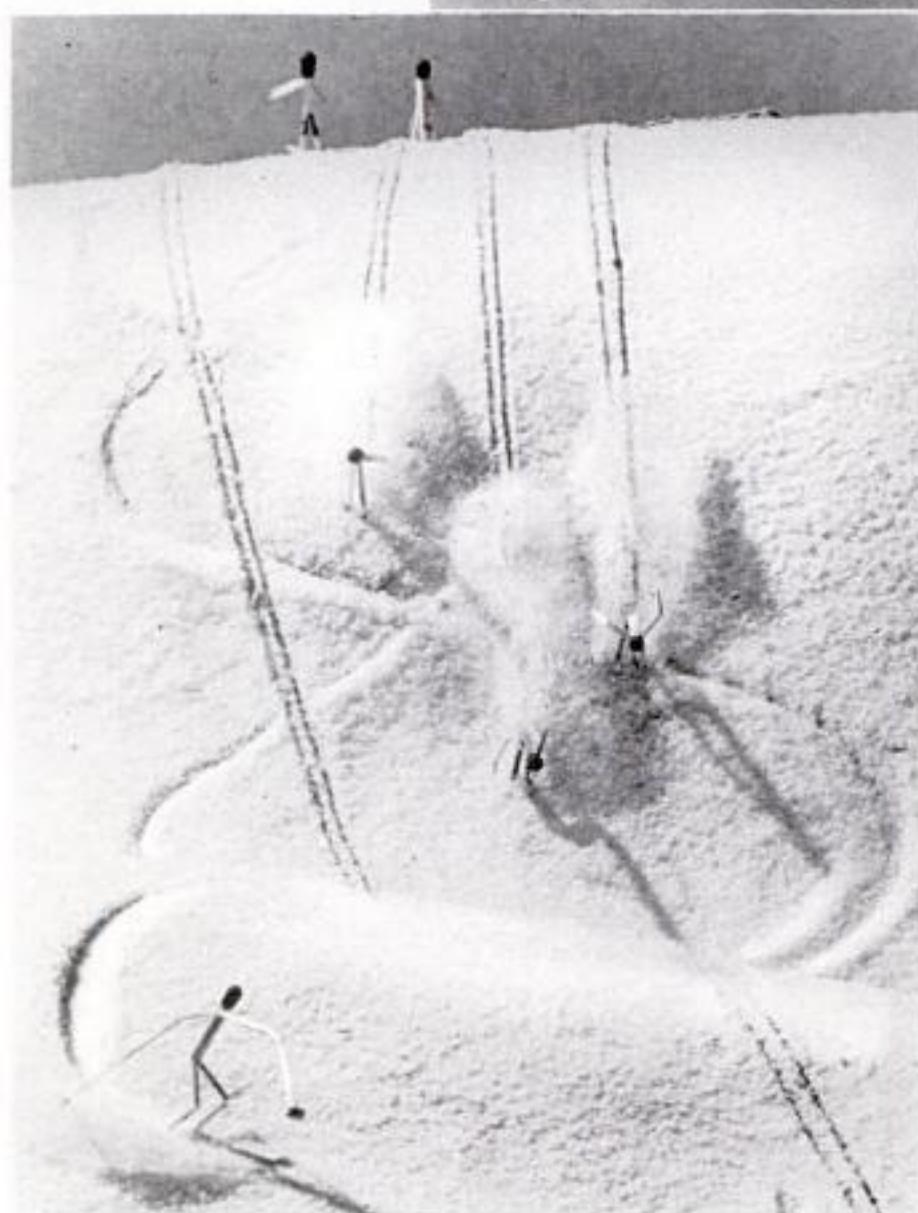
FAMOUS for his camera tricks, Dr. Wilhelm Croy of Berlin, once a chemist, now teaches photography, takes particular pleasure in showing his pupils such photographic tours de force as the pictures on this page. The skiers are made of matches, bent, splintered and glued so as to give an astonishingly real impression of actual people.



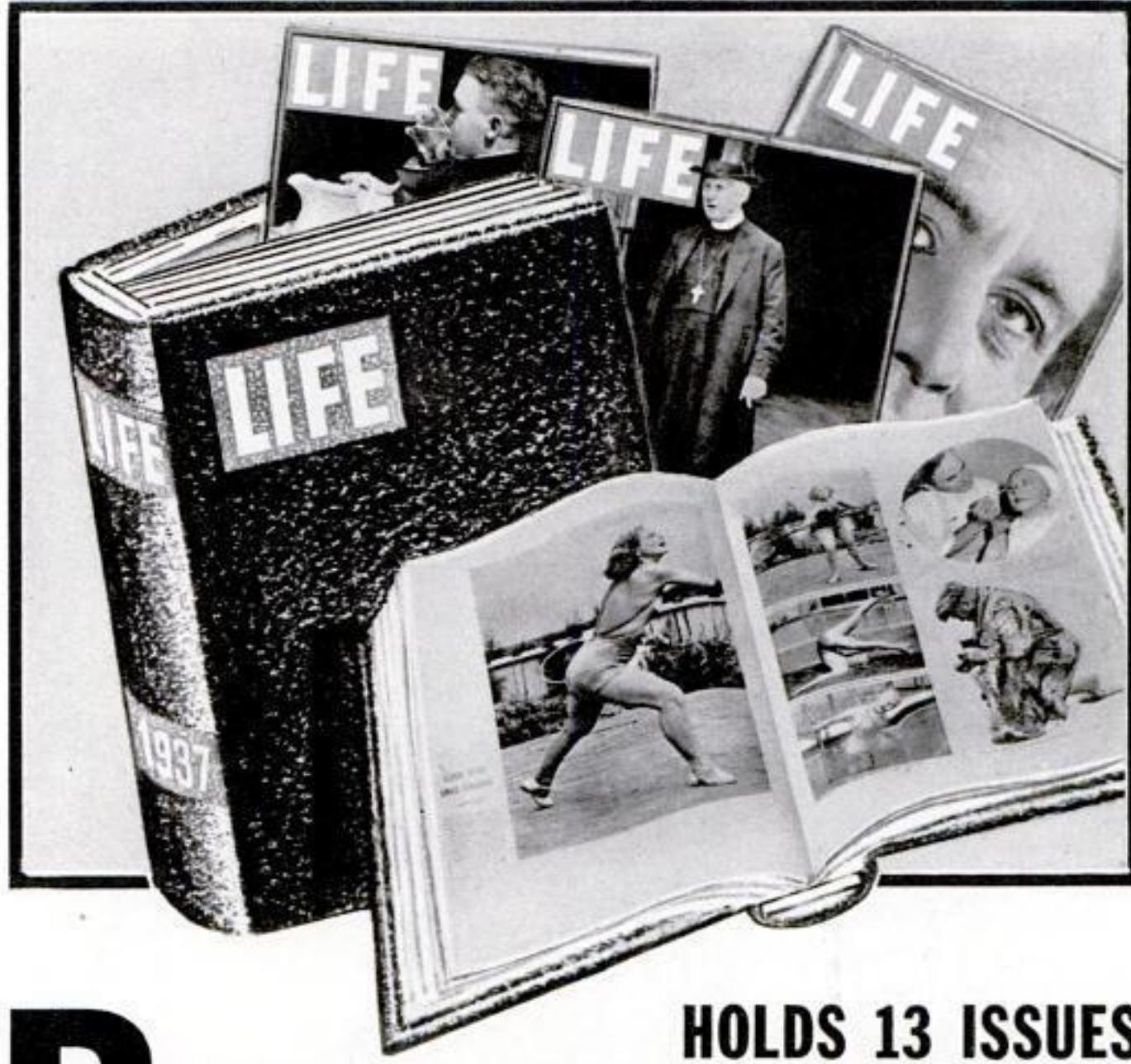
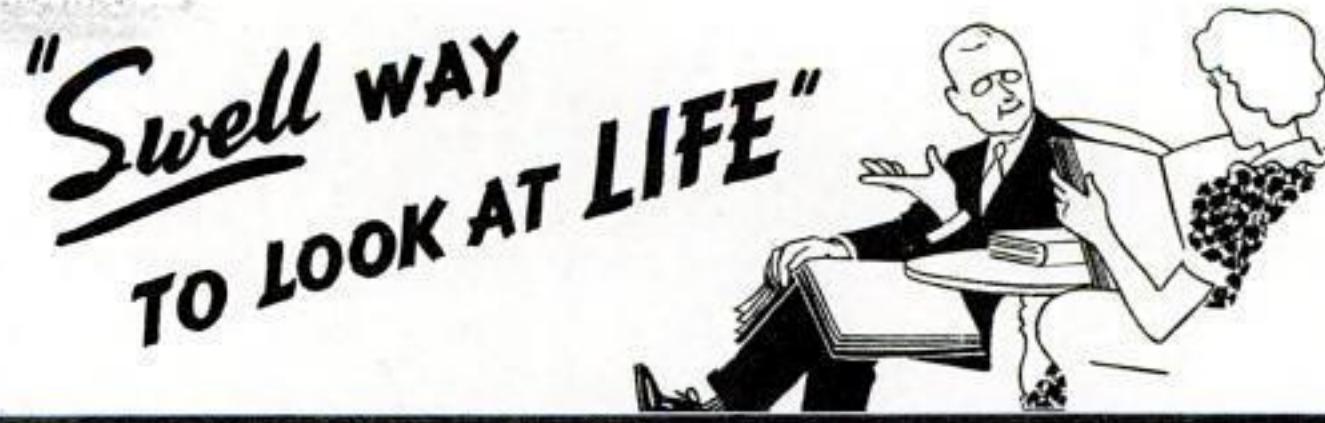
Climbing a miniature alp, these match skiers go through all the motions of human beings, even to admiring the view at the top.



Remarkable mid-air balance which any skier might envy is shown by this match figure. Note how the head of the match serves as the head of the man.



A figure eight on salt snow is arranged and then photographed by Dr. Croy. A Croy photographic specialty is taking natural scenes with puppets.



HOLDS 13 ISSUES
BINDER \$1.00

4 BINDERS for 52 ISSUES.. \$3.00

Dear Reader:

You know how it is. Copies of LIFE were piling up in every corner of the house, getting dog-eared, gathering dust. Well, last Friday we dropped over to Jerry Rivers, and first thing we saw was this big, handsome book. Madge got the idea like a shot....

"That solves our LIFE problem!" she said . . . and I thought . . . no more chasing all over the house to find the xxx!x who took my LIFE!

START NOW to bind the magazines you like. PERMO-Binders make binding a cinch . . . no holes to punch . . . no more piling up of dust-collecting magazines. Just a CLICK! . . . and it's PERMO-bound. Easy, orderly—exactly what you want! Magazine title and year richly embossed on every PERMO-Binder. Really handsome additions to your bookcase.

TURN your MAGAZINES into handsome BOOKS!

★ NATIONAL GEOGRAPHIC

1 Binder for 6 issues..... \$1.00
 2 Binders for 12 issues..... 1.50

★ READERS DIGEST

1 Binder for 6 issues..... \$0.75
 2 Binders for 12 issues..... 1.00

★ TIME

1 Binder for 13 issues..... \$1.00
 4 Binders for 52 issues..... 3.00

★ ESQUIRE

1 Binder for 4 issues..... \$2.00
 3 Binders for 12 issues..... 5.00

★ POPULAR MECHANICS

1 Binder for 6 issues..... \$1.00
 2 Binders for 12 issues..... 1.50

Binders for ALL Magazines

There is a PERMO-Binder for every magazine. If your favorite is not described above, follow "How-to-Order" instructions, and shipment will be made C.O.D.

HOW TO ORDER: Please print plainly all necessary information in Order Blank. We pay the postage in U.S.A.

AMERICAN BINDER CO.
551 Fifth Avenue, New York, N. Y.

Please send me PERMO-Binders as listed. I understand that if not satisfied I may return them and get my money back.

How Many..... Year..... Price.....

Magazine Title.....

TOTAL AMT. ENCLOSED \$.....
 (check or money order)

Name.....

Address.....

City..... State.....



BY THE almighty standard of the box-office, the young lady whose signature appears at left and whose person appears on the beach chair above is the first queen of the movies. Last year she was No. 7 on the list of box-office champions. Those who ranked above her were four men (Clark Gable, Robert Taylor, Joe E. Brown, Dick Powell), one child (Shirley Temple) and one team (Astaire & Rogers). Before Shirley Temple was born, Miss

Crawford was drawing a star's salary as a sexy prototype of the then flaming Younger Generation. Now she makes \$241,000 a year as a sophisticated comedienne.

It is an axiom in Hollywood that movie favorites are usually created by women. Joan Crawford's special public is predominantly female, predominantly low-brow. A former shopgirl herself, she has risen to stardom as the Shopgirl's Dream.

JOAN CRAWFORD MAKES THE MOVIE OF THE WEEK:

The Last of Mrs. Cheyney

JOAN CRAWFORD'S new picture is *The Last of Mrs. Cheyney*, taken from the Frederick Lonsdale play whose sparkling lines amused Broadway eleven years ago. Joan is an international jewel thief, the mysterious Mrs. Fay Cheyney. She begins operations on a transatlantic liner by going to bed in the cabin of a noble lord (Frank Morgan). Next she ensnares another noble lord (Robert Montgomery) and wangles an invitation to the country home of the Duchess of Ebley. While Montgomery lies awake nights and Morgan wades in a fishpond to prove their respective loves, Joan slips into the Duchess' bedchamber (see right), steals a string of pearls. Joan and her butler-accomplice, William Powell, are caught by the sleepless Montgomery, but a little suave blackmailing wins her freedom. She ends up with no pearls but a title.



The pearls which Joan is after in *The Last of Mrs. Cheyney* adorn the neck of the fat Duchess of Ebley.

Joan's accomplice, played by William Powell, has to be both the perfect gentleman and the perfect butler.

Her entrée into British society is through Montgomery, who plays Lord Dilling, the Duchess' nephew.



A weekend at Ebley Manor puts Mrs. Cheyney within reaching distance of the Duchess' string of pearls.

She gets the pearls in her hand, finds out from the Duchess where they are kept, and steals them.

She is caught. Powell gives himself up and they all spend a pleasant night waiting for Scotland Yard.



At breakfast, Joan produces a letter from Frank Morgan which enables her to bargain for her freedom.

"Your watch, M'Lord," says Powell as they part. "I took it from you on Derby Day five years ago."

The final kiss of Crawford and Montgomery means the last of Mrs. Cheyney, the first of Lady Dilling.



1912: Joan Crawford is a chubby 6-year-old christened Lucille Le Sueur but known as Billie Cassin.



1915: At 9 she has corkscrews. Her mother, divorced from her father, is married to a Mr. Cassin.



1918: She spends this year at a convent school in Kansas City. Joan is the tall girl in the rear.

FAME AS JOAN CRAWFORD

TO A PINNACLE OF MOVIE

LUCILLE LE SUEUR CLIMBS



1922: For a while she lives frugally with her mother in this building at No. 403 East Ninth St., Kansas City.



1923: This is how she looks when she enters Stephens College at Columbia, Mo., stays six months.



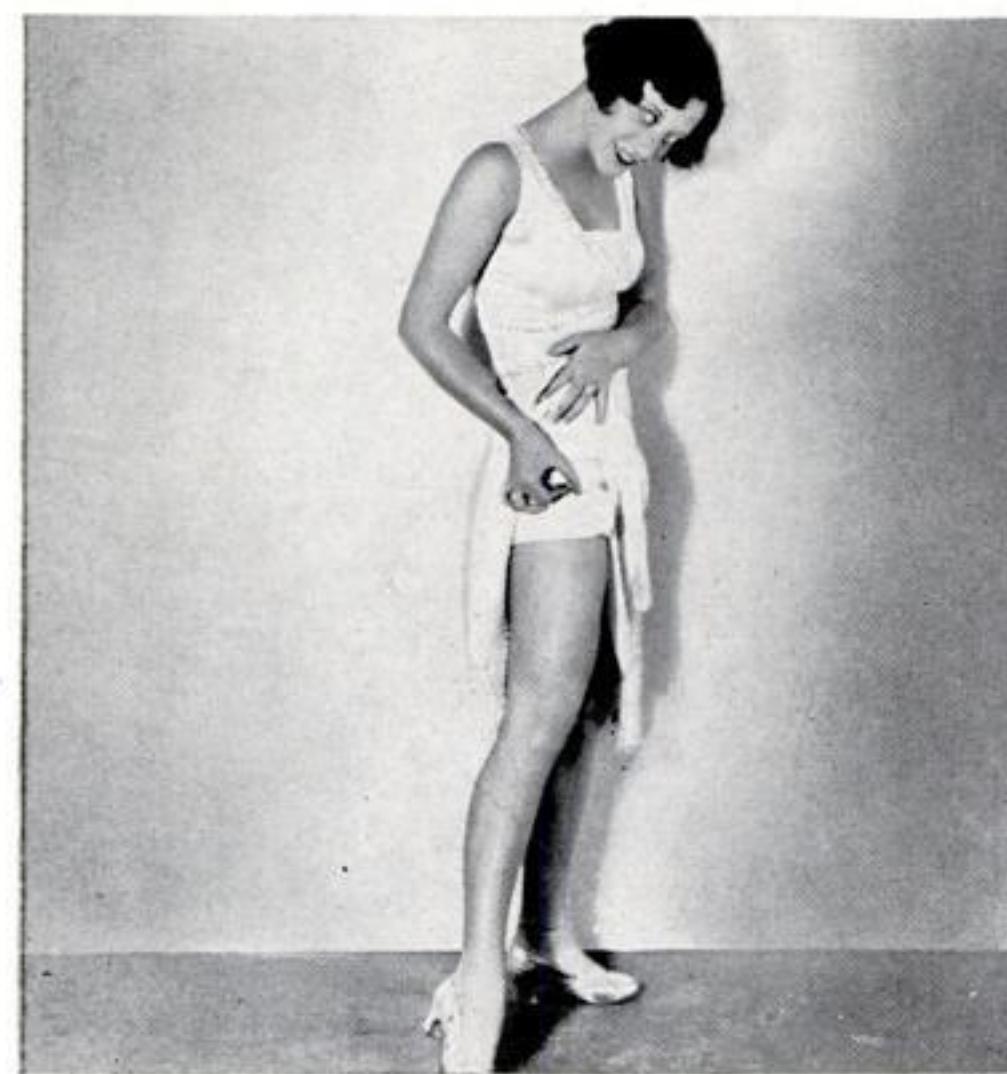
1924: As Lucille Le Sueur she gets work in a New York chorus. This is her earliest publicity picture.

1926: She becomes the "Charleston Queen," wins many cups in dancing contests, loses many pounds.



1925: Plumper now, she goes to Hollywood, spends her first year posing for M-G-M publicity like this.





1928: She poses for a publicity picture illustrating "the latest place to keep your powder and lipstick."



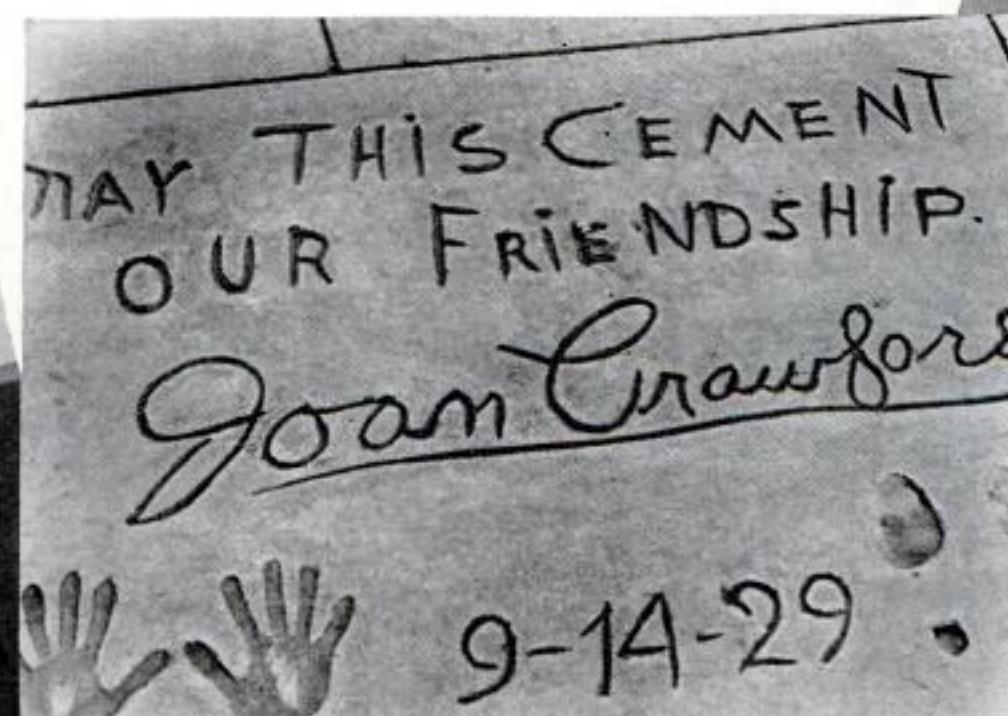
1928: She reaches stardom as ideal Jazz Age girl. Above, she is fondling the chin of Johnny Mack Brown.



1929: This is how she looks to her artistic first husband Douglas Fairbanks Jr., before the marriage.



1929: She marries Douglas Fairbanks Jr. to the delight of her fans.



1929: Only top-rank stars have their hand and footprints in cement at Grauman's Chinese Theatre, Hollywood.



1933: She divorces Fairbanks charging mental cruelty. Note the freckles.

JOAN CRAWFORD's success story is among the most impressive in Hollywood. She was born Lucille Le Sueur in San Antonio, Tex. on March 23, 1906. She spent her youth in Kansas and Oklahoma with her mother and her stepfather, a Mr. Cassin. At school and college she worked for her board and room. When she was 17 her dancing got her a job in a chorus, then a chance in the movies. Joan quickly made herself the perfect Jazz Age girl. Her Charleston was hotter, her gowns tighter than any others in Hollywood. Stardom came in 1928 with *Our Dancing Daughters*. In 1929 occurred her marriage to Douglas Fairbanks Jr. This "perfect marriage" broke up in 1933, by which time the hotcha Joan was fast disappearing. Miss Crawford, having reached the pinnacle of movie fame, is now conquering new fields. For a glimpse of them, turn the page.

1931: She turns blonde for *This Modern Age*. But her fans disapprove and she goes back to brunette.

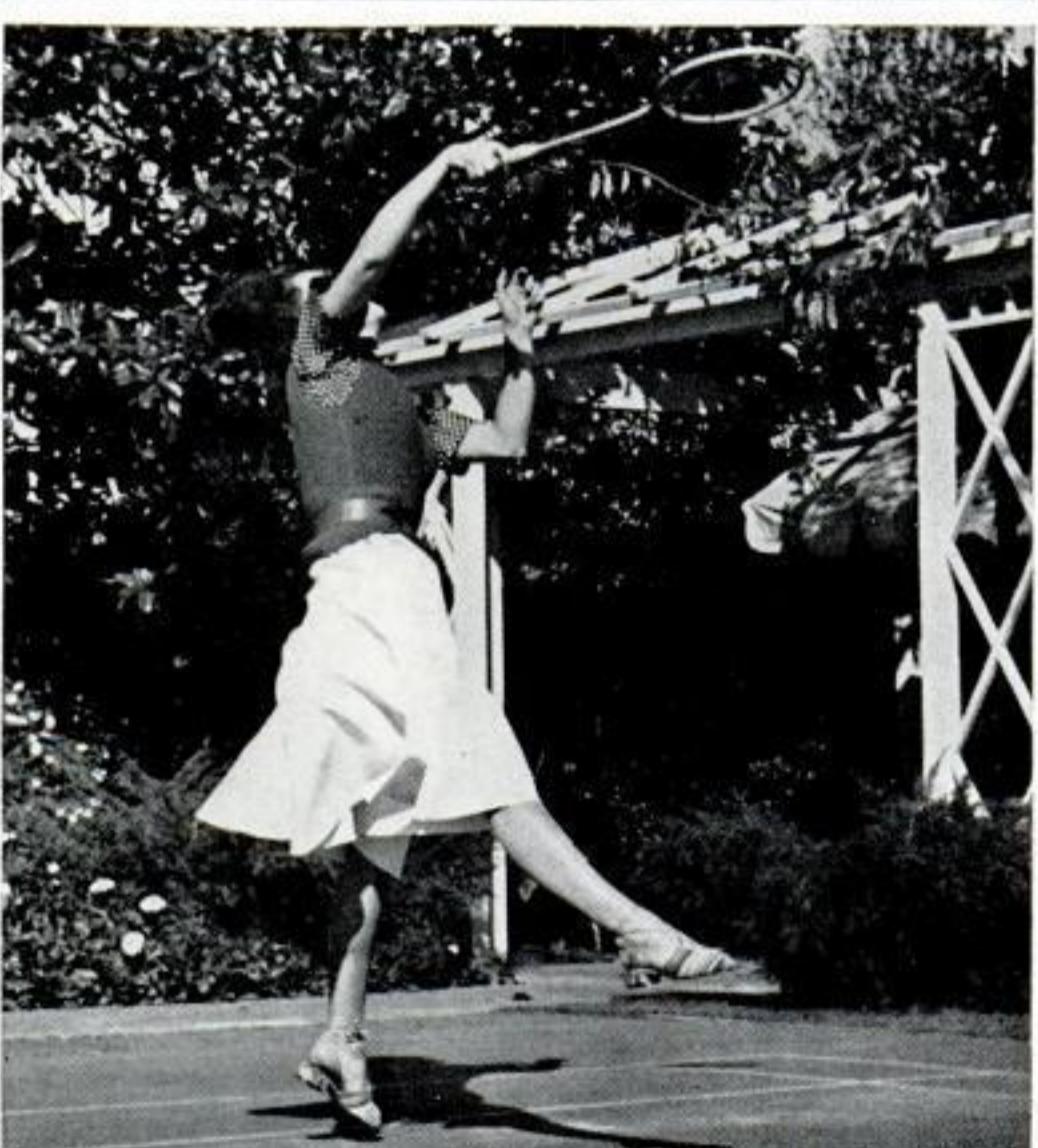


1932: Joan's mother, Mrs. Cassin, visits her famous daughter on the set of *Grand Hotel*.



1936: Who should turn up but her wavy-haired brother, Hal Le Sueur, to work in movies as a bit player.





JOAN CRAWFORD TONE AT HOME WITH THREE DOGS



The Tone home is built to face the swimming pool. The wing at left is a private theatre where the

Tones entertain guests with current movies. The roof at right is a sun deck. Mrs. Tone is on the steps.



An Egyptian Goddess is what Artist Edward Biberman said he saw in Mrs. Tone. She sits under his painting with two dogs.



Squabble (left) is Mrs. Tone's favorite game of the moment. It resembles badminton but is played on a hard court and the "birds" have rubber ends.

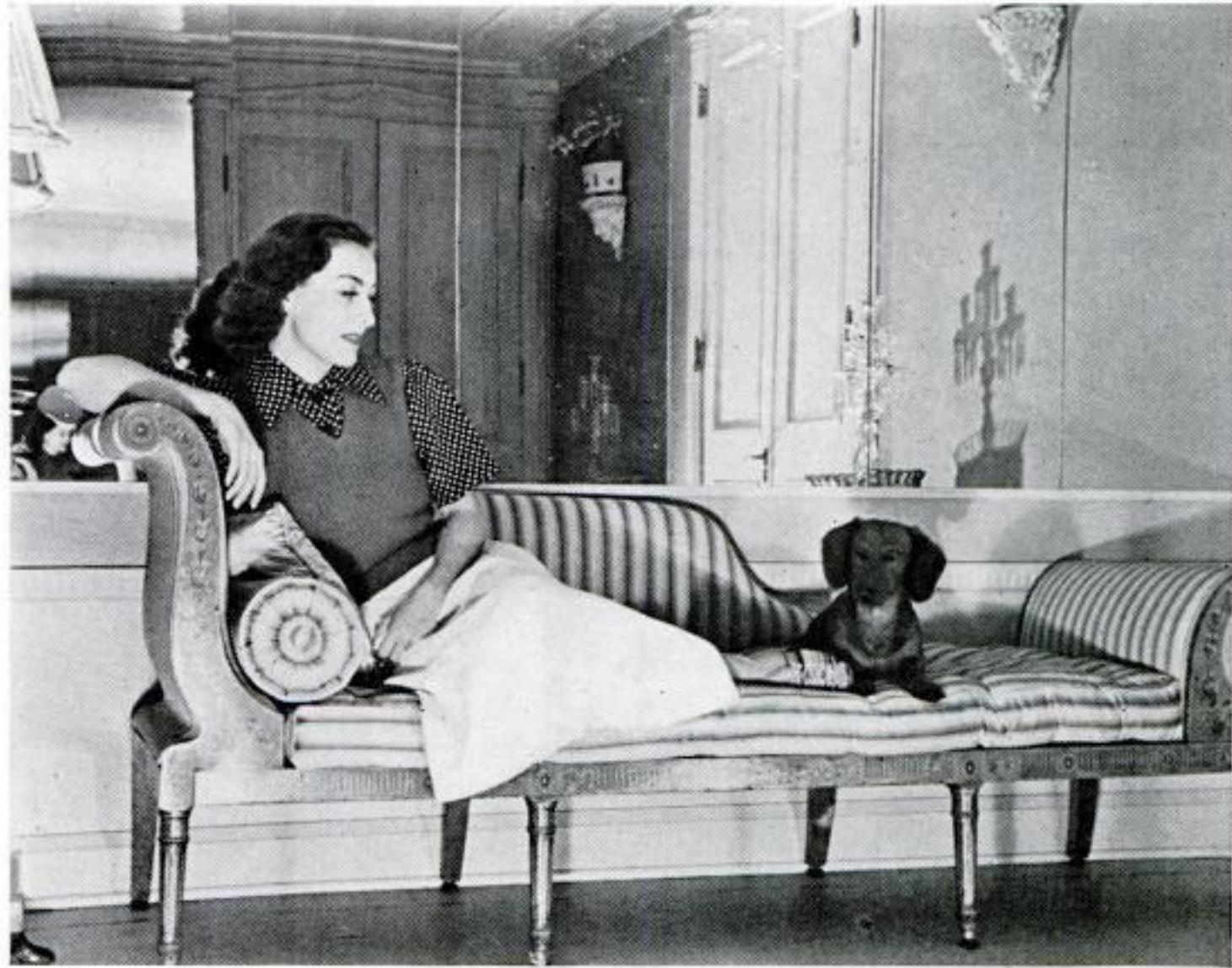
A kiss from Bübchen rewards Mrs. Tone at the end of her swim in the pool. Baby watches the scene with distaste.



The Tone family consists of Joan, Franchot and three dachshunds. In this picture Joan has Baby, her dog, and Franchot has Bübchen, one of his. Franchot's other, Schmeltzy, got away.



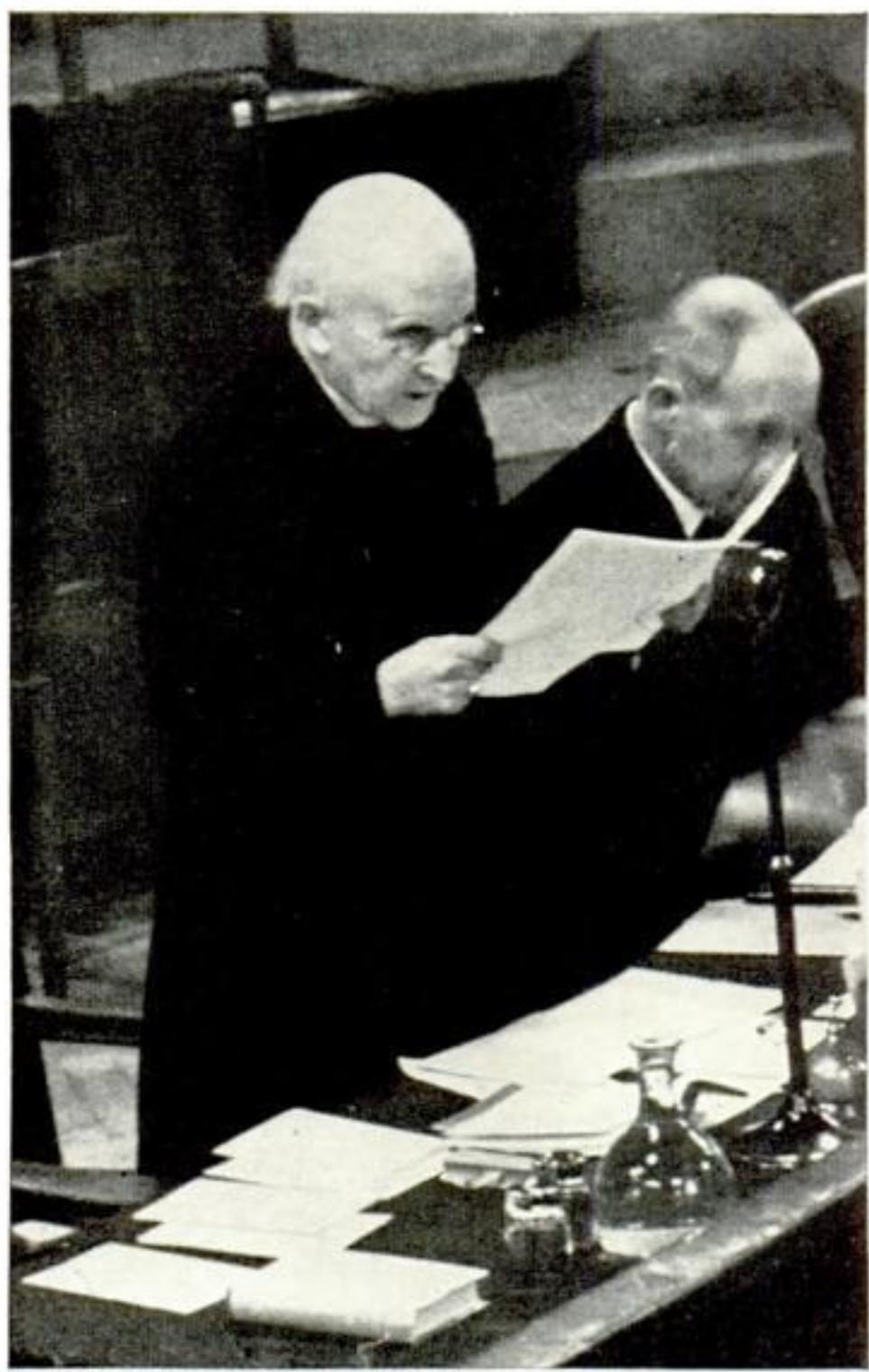
Mrs. Tone plays with the dogs beside the pool, while a servant carries a tray into the house. Servants call her "Madam," "Mrs. Tone" or, when excited, "Miss Crawford."



Mrs. Tone and Baby sit on the settee in the reception hall. The Tone home is decorated in modified movie style with mirrors, white carpets, cork lighting fixtures.

THE CAMERA OVERSEAS:

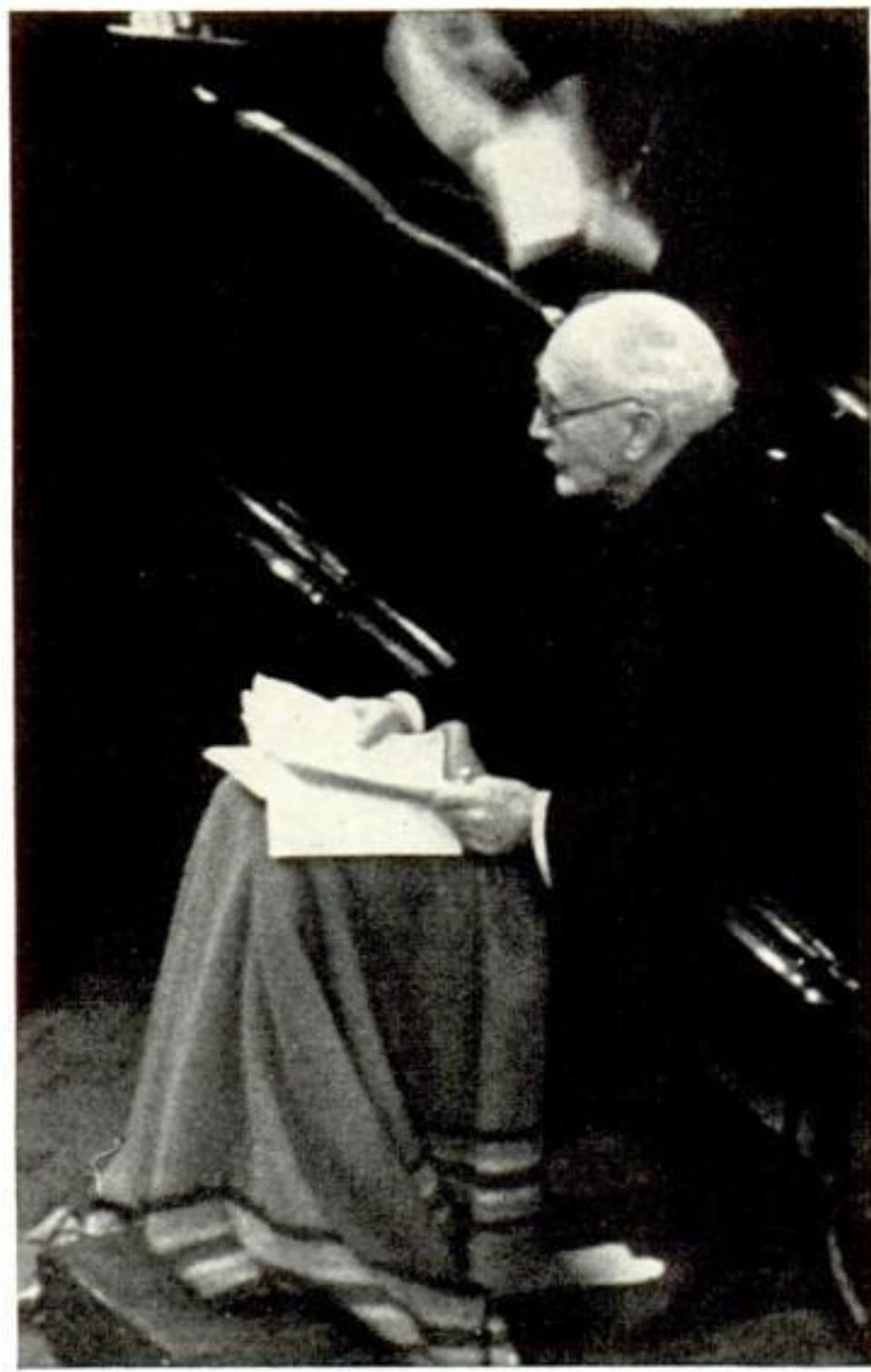
THE CHURCH OF ENGLAND ASSEMBLES FOR SPRING



THESE are the happiest days in the lives of the Archbishop of Canterbury (left) and the Bishop of London (right) who on May 12 will stand before the high altar of Westminster Abbey and engage in the glorious business of anointing and crowning King George VI. Here they are shown at the Spring Assembly of the Church of England, Feb. 1 to 5, where bishops, clergy and laymen debate Church policy.

Canterbury had the disagreeable experience of hearing himself addressed as follows by a lay delegate: "We have seen you combine in one role as first officer of the church a very clever and canny leader of what is nothing less than a revolution [against Christian principles]—and we cannot wonder that a great number of leading laymen are repelled from this assembly." Canterbury, however, pushed through his motion to have clergymen advise the House of Laity on the preparation of measures to be submitted to Parliament.

The 79-year-old Bishop of London, wrapping his old knees in a rug (right), bitterly excoriated pacifism and introduced a report against "sexual dissatisfaction and unrest" in girls' colleges, expensive debuts, society marriages and the national lust for material possessions. The Assembly accepted the report and voted in favor of the preparedness program of the present Conservative Government of England.



Prunella Stack (below), leader of the 12,000 Englishwomen of the Women's League for Health and Beauty, was asked by Prime Minister Baldwin to serve on a committee to plan a British National College of Physical Training.



Queen Mary stepped out for the first time since King George V died more than a year ago. In one week she saw two movies and one play, *French Without Tears*. At right she is seen entering *The Great Barrier* opening in the Gaumont Theatre on Feb. 4. The stooping man behind her is her over-solicitous secretary, Gerald Chichester. He has just stepped on her train. A moment later he stepped on it again. The Queen halted, smiled and swept on. At the movie she conspicuously failed to smile when the audience laughed at a Canadian gold camp wench's remark to her jealous lover: "Don't talk shop."





The clergy of the Church of England met Feb. 1 with their bishops and laity in London's Central Hall for

the Spring Assembly. These good men, including some of the ablest parsons in England, listened thoughtfully to

forceful young Canon Dick Sheppard attack the anti-pacifist views of the Bishop of London (see opposite page).

AUSTRIAN REVELER AND HUNGARIAN SMUGGLER



In Austria, remnant of the Austro-Hungarian Empire, a reveler wore this "radio-wave" costume to what Viennese called the last Carnival before the Next War.



In Hungary, this peasant woman was caught smuggling butter and cheese into Austria in a basket fastened between her legs and hidden under voluminous skirts.

THE CAMERA OVERSEAS: GERMANY UNCOVERS ITS NEW SUBMARINES

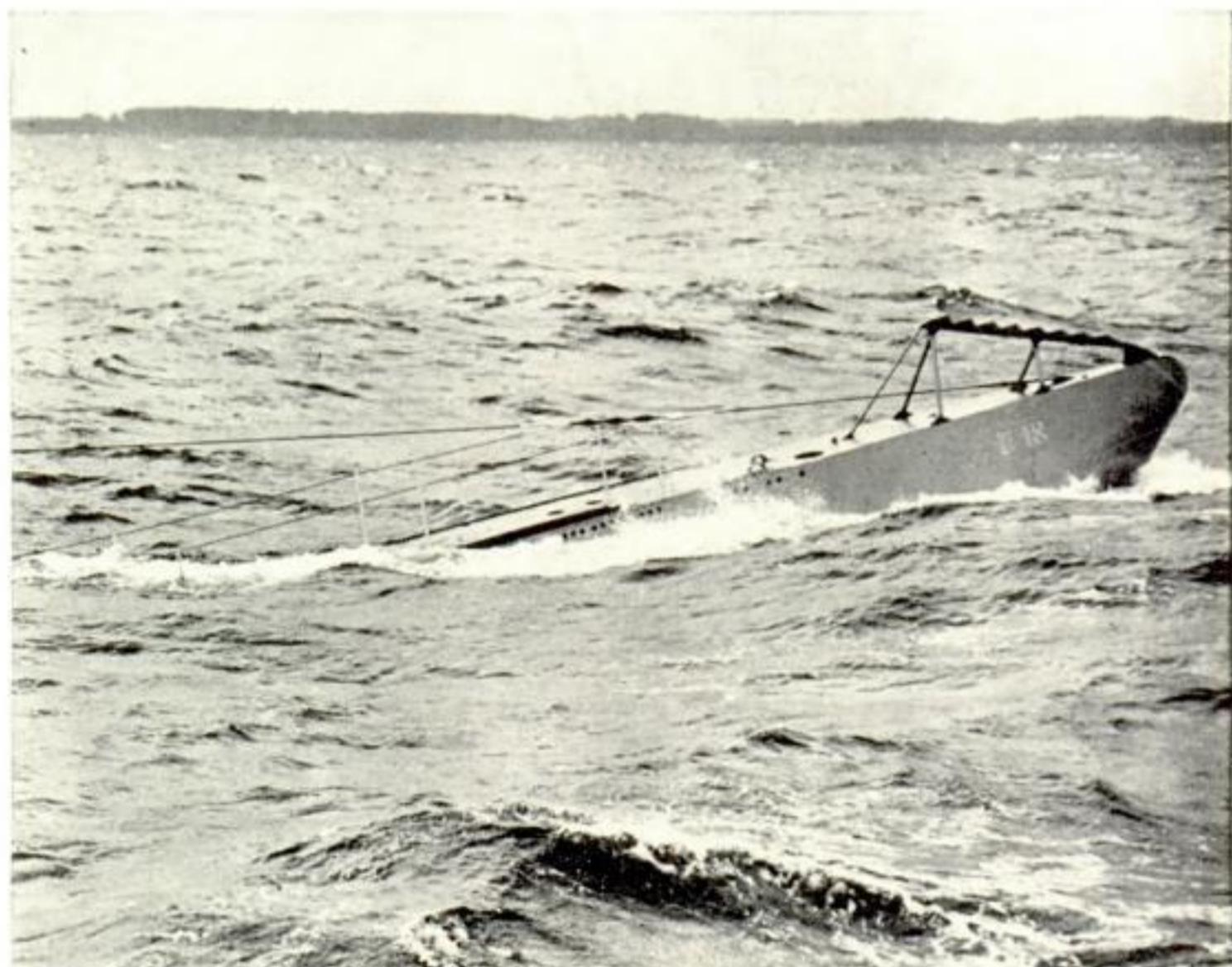
THE reason Nazi Germany amazingly released these pictures of the Weddigen submarine flotilla in Kiel Harbor was to commemorate eight sailors drowned in the sinking of the *U-18* last year. Built

in violation of the Versailles Treaty but with England's belated permission, Germany's submarines include 24 of 250 tons, ten 500-tonners, two 712-tonners. These 250-tonners have a crew of 23, three

bow torpedo tubes. A few, not specified, have the new engine which, while running on the surface, makes its own gas for running under water, eliminating the extra storage-battery engine.



Germany's late *U-18*, rising rapidly, puts up an extra-small, hard-to-see periscope.



Saw teeth to cut steel enemy nets first appear as the *U-18*'s bow breaks the surface.



The conning tower fills quickly with seamen while the *U-18*'s decks are still awash.



Still rising, the *U-18* shows its steel clearing lines to pass under obstructions.



Bent stanchions, near the conning tower, are possibly a device for loading torpedoes.



Back home with its mother ship, the *U-18* rests with its sisters, *U-14, 17, 19 and 20*.

THE CAMERA OVERSEAS: MUSSOLINI MARRIES OFF A SON AND NEPHEW



After Son Vittorio's wedding Feb. 6 to pretty, poor Orsola Carla Buvoli of Milan, there marched to St. Peter's (from front to back) Papa Mussolini and Mama Buvoli; Mussolini Son-in-Law Count Ciano and Mama Mussolini (rarely photographed); Vittorio's best man, Vitalini-Saccone, and Mussolini Daughter Edda Ciano; two unidentified relatives. Two days later Mussolini's nephew, Vito, was married in the same church as Vittorio by the same priest.



Vittorio & Orsola, both blond, get a dagger salute from Mussolini Musketeers as the couple leave the church.



Papa Mussolini expansively squires his son Vittorio's new mother-in-law, Signora Buvoli, at the Rome wedding.



Vito & Silvia di Rosa, his bride, issue from the same Roman church under the same daggers only two days later.



Mama Mussolini (centre) enjoyed her rare outing in public, with Son-in-Law and Daughter Countess Edda Ciano.

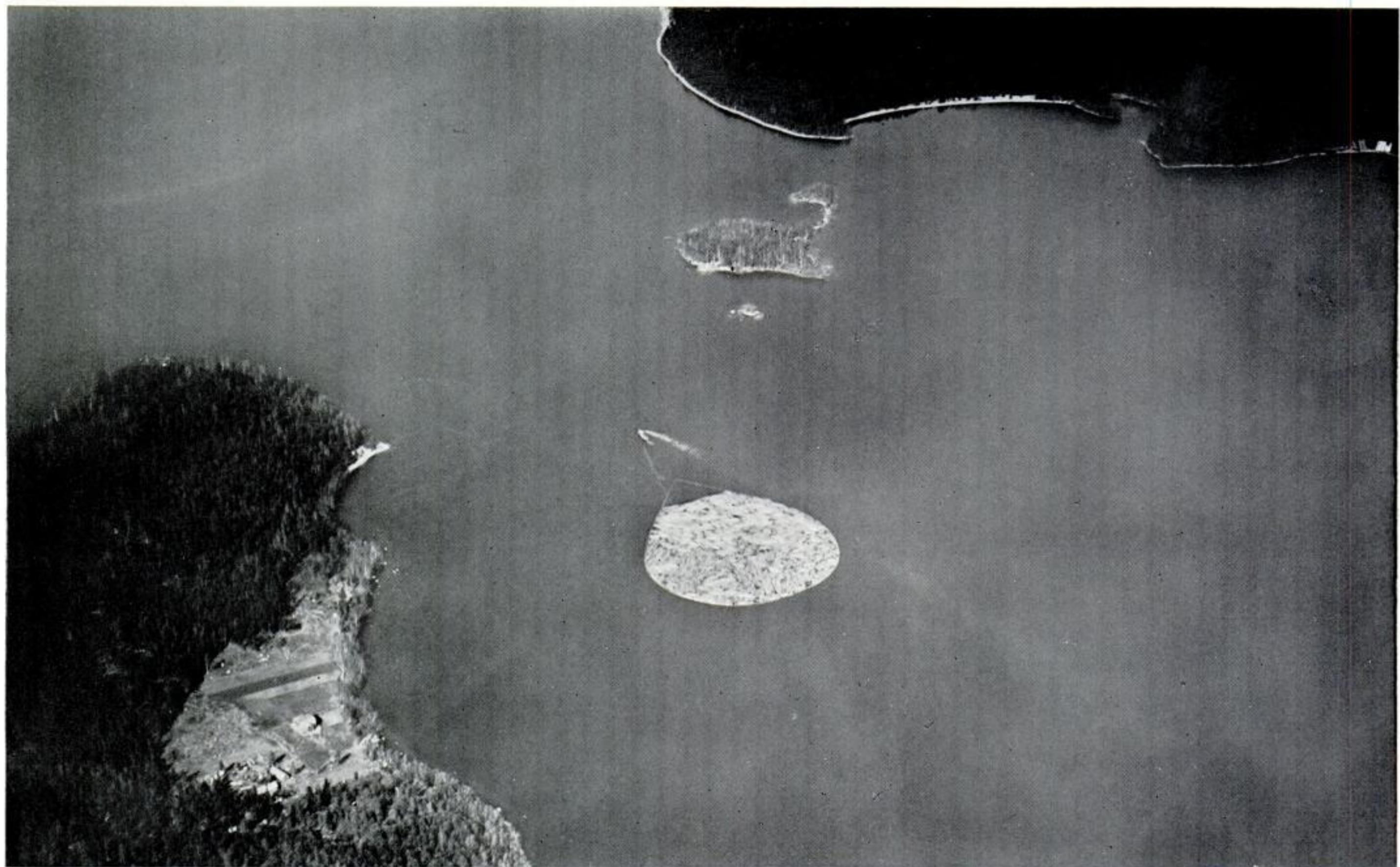


Vito & Silvia kneel in the same place as Vittorio & Orsola two days later, backed by Uncle Benito and Count Ciano.



Vittorio & Orsola, with Il Duce looming at left, kneel in St. Joseph's, where Sister Edda was married in 1930.

THE CAMERA OVERSEAS: FINLAND, LAND OF LUMBER, GETS A NEW PRESIDENT



THE WHITE ISLAND (CENTRE) IS A CLOT OF LOGS, CIRCLED WITH A CHAIN BOOM AND PULLED BY A TUG



AN ARCHIPELAGO OF LOGS, PULLED TOGETHER BY A CHAIN BOOM, BEGINS TO MOVE BEHIND THE LITTLE TUG



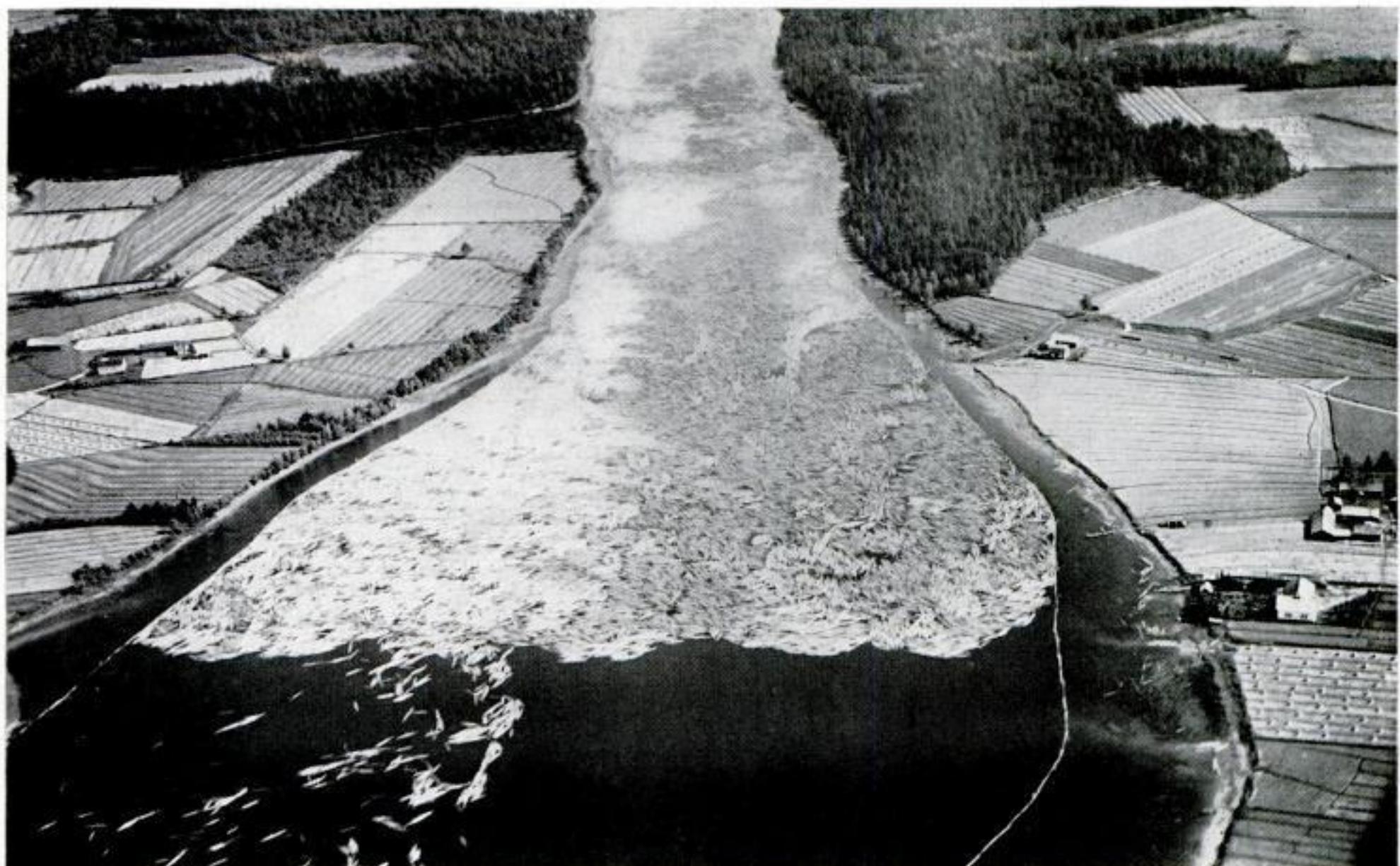
FINLAND'S NEW PRESIDENT KYOSTI KALLIO

ON Feb. 15 the Finnish Electoral College voted down Conservative President Pehr Evind Svinhufvud and elected a pinko President—Kyosti Kallio of the Agrarian Party. Kallio will make news in Finland by soft-pedaling Finland's traditional fear and hatred of Soviet Russia and falling in line with the semi-socialist Scandinavian countries.

Kallio's Finnish farmers do hardly more than feed Finland. What supplies Finnish wealth is its ever-green blanket of forest. More than half of Finland is covered with pine, spruce and birch; 35% more is bog and marsh; 10% is occupied by Finland's 60,000 lakes, including Europe's biggest (Lake Ladoga), forming Europe's queerest landscape. Little Finland's forest area is second only to Russia's. Its annual winter lumbering spree produces the equivalent of a wall of wood 4,000 miles long, 7 ft. high and 6 ft. thick. Finnish mills work this into cellulose, wood pulp and milled lumber and export it chiefly to England.

Right now is Finland's lumbering time when lakes, rivers, marshes and forests are frozen hard. The forests swarm with most of Finland's men and tough, willing Finnish ponies. (In the far north reindeer are used.) The job now is to cut the timber and haul it to the nearest waterway, railway or highroad. When it has been marked with the names of seller and buyer, it is left till the spring thaw. Then every Finnish waterway begins to stream with logs. On quiet lakes, a chain boom is fastened around the loose logs, and tugs pull the raft across. This process is shown on the opposite page. By May or June the logs have reached the mills as shown above, right.

Permanent news of Finland is that it is actually growing. Its land is rising at the rate of 3 ft. a century, so that new parishes are periodically being formed of a new strip of Baltic coast and a half-dozen new islands. Reason is that only 12,000 years ago an ice pack pressed Finland down, then melted and released the pressure.



FINLAND'S PINE, SPRUCE AND BIRCH FLOAT DOWN THE GREAT KYMI RIVER IN SPRING



LOOSE LUMBER REACHES ITS DESTINATION: A BIG SAWMILL IN CENTRAL FINLAND



A SAMPLE OF SOME OF FINLAND'S 60,000 LAKES IN THE ENDLESS FLAT FORESTS

THE CAMERA OVERSEAS: THE FILIPINOS REPLEDGE THEIR CATHOLIC FAITH



THE EUCHARISTIC CONGRESS (AROUND THE COLUMN IN CENTRE) AND MANILA'S AMERICAN QUARTER ON RECLAIMED LAND



CARDINAL DOUGHERTY BLESSES HIS FILIPINOS

FROM Feb. 3 to 8, Filipinos were privileged to celebrate the 33rd Eucharistic Congress of the Catholic Church on Manila's Luneta Park. For the occasion Filipino Catholics had erected in the centre of the park a great, glass-enclosed, air-conditioned altar (see above and at right) and Pope Pius XI had sent Philadelphia's Dennis Joseph Cardinal Dougherty to act as his Legate *a latere* ("from his side"). On Feb. 7, the Pope broadcast from Rome a clear-voiced greeting. Filipinos were certain their prayers had brought him through his nearly mortal illness just before the Congress met.

Filipinos represent the Church's only great victory in the Orient. Having failed to cure the Asiatic continent of Buddhism and Hinduism, the Catholic Church cherishes its 8,000,000 devout Filipinos. It has so far stood off the challenge of a native church headed by a renegade Filipino Catholic priest, "Obispo Maximo" Gregorio Aglipay. In his young manhood Cardinal Dougherty was a missionary in the Philippine jungle, led the fight against Aglipay. Notable absentee at the Eucharistic Congress was Filipino President Manuel Quezon, a converted Catholic, who left for the U. S. just in time to miss Cardinal Dougherty.



CONGRESS ALTAR IN MANILA'S LUNETA PARK

THE CAMERA OVERSEAS: THE BUDDHISTS



THE PANCHEN LAMA IS THE BUDDHA TO 13,000,000 TIBETANS

POPE of the Buddhists in Tibet is the Panchen Lama, the "Living Buddha," shown above and below. Theoretically he shares power with a temporal ruler of Tibet, the Dalai Lama, a reincarnation of the Goddess of Mercy. But in 1924 the Dalai Lama sold out to British agents and exiled the pro-Chinese Panchen Lama. In 1933 the old Dalai Lama died. Procedure was to find a new one in whom the old one's spirit had reposed. This always turns out to be a small child, so that a Tibetan Regency always rules until he is grown, rarely lets him reach maturity. Meanwhile the Tibetan Court of Lamas are loath to have the Panchen Lama back. He has got as far as the Kumbum Lamasery on the northern border, where he is now embarrassed by 500 Chinese soldiers assigned the job of using him to win Tibet back for China.



THE PANCHEN LAMA, SWATHED IN ROBES, SITS ON HIS THRONE



RIDGEWAY

Look, fellows!... just the right touch of dash for your next date... the next sporting event... take the lead with the RIDGEWAY... its four smart crown ridges and specially woven band give it that fresh, modern touch you WANT. \$3.85

Get the Ridgeway at your men's wear store.

Other Portis styles, \$3.85, \$5 and \$7

3.85

"Protek" perspiration-proof sweat band — "Swansback" moisture-proof finish — exclusive Portis features

**HAND FASHIONED
HATS by PORTIS**

PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO



Three initials engraved by cut glass artisans. Catalog shows hundreds of fine glassware items attractively priced. This Hi-Ball (also Old Fashion) \$5 dz. Ideal for gifts.

Clover Leaf Crystal Shops
60 East Monroe St., Dept. C-3, Chicago

BRIGHTEN YOUR FALL GARDEN



WITH THESE GORGEOUS BRISTOL 'MUMS'

Long after other flowers fade, Bristol 'Mums' will brighten your garden with their brilliant colors. Few blossoms are easier to grow—more ideal for cutting. Enjoy these new varieties... direct from Bristol Nurseries, originators of these famous Korean type 'Mums.'

OFFER NO. 1

3 new DOUBLE Korean Chrysanthemums:
King Midas—soft bronze yellow
The Moor—port wine red
Ember—glowing coral-orange
1 of each for \$2.25 { If West of Mississippi }
4 of each for \$7.50 { add 10% for mailing }

OFFER NO. 2

3 new SINGLE Korean Chrysanthemums:
Agnes Selkirk Clark—apricot pink
Nancy Copeland—palestine red
Pink Lustre—orchid pink
1 of each for \$1.50 { If West of Mississippi }
4 of each for \$5.00 { add 10% for mailing }

Write for free
illustrated
1937 catalog in
color.

**ORDER NOW
SPECIAL ASSORTMENTS
SPECIAL PRICES**

BRISTOL NURSERIES INC.
Dept. 83
BRISTOL, CONN.

GRAFLEX

A grand slam was scored by Graflex in the National News Picture Contest. All 20 prizes were won with Graflex and Graphic American-made Cameras. Send for FREE catalog. Dept. L-2, Folmer Graflex Corporation, Rochester, N. Y., U. S. A.

PRIZE-WINNING CAMERAS

Private Lives



MRS. BRADY LL. D. AND MR. MACAULAY (right) WITH THE LATE "AE"

Genevieve Garvan Brady is the widow of Nicholas F. Brady, public utilities tycoon. A devout Roman Catholic, in 1926 she was made a Papal Duchess, highest title conferred on the U. S. Catholic laity. In 1934, she won the Laetare Medal, awarded each year by Notre Dame University to a leading Catholic layman. Much of her time and the \$50,000,000 fortune left by her husband is given to help the Church. It was at her big Long Island house that Cardinal Pacelli stayed on his visit to America last autumn. Soon Mrs. Brady will go to Rome, there to be married to **William Babington Macaulay**, Irish Free State Minister to the Vatican. She will probably live in Rome, returning frequently to the U. S. to continue her many good works which are not restricted to Catholic mat-



ters. She is also chairman of the board of the Girl Scouts of America.

To the genteel and quiet poverty of an old actors' home on Long Island, **William Faversham**, one of the greatest of American matinée idols, retired a few weeks ago. Reporters went to interview him, were told that Mr. Faversham receives no guests at all. Other old actors at the home said he was happy, friendly, content with the calm, aimless life of taking walks, chatting about the stage as the oldsters knew it. Though he was a *Romeo* to Maude Adams' *Juliet* and played other Shakespearean roles, Faversham is best remembered as Jim Carson in *The Squaw Man* which opened dismally in 1905, built itself and its star up to tremendous success. By the time its three-year run was over, Mr. Faversham was a ranking stage star. His success continued for years but lately the Faversham fortunes fell. He went to Hollywood to play bit parts, last appeared as the Duke of Wellington in *Becky Sharp*, had to declare himself bankrupt in 1935. Last December, he applied for admission to the Percy Williams Home for Destitute Actors. Since he was healthy, over 65 and destitute, he was admitted.

McClelland Barclay, familiar illustrator, took as his second wife the model he made famous as a Fisher Body girl. That was in 1930 when Barclay was 37 and his bride only 19. The marriage lasted until 1933, by which time Mrs. Barclay was no longer a Barclay model. Now Mr. Barclay is engaged to his current model who is only 22, half Mr. Barclay's age. She is pretty Virginia Moore of Bennettsville, S. C. When she posed for an anti-Democratic political poster last year (right), there was much shaking of Democratic heads in Bennettsville at the bad taste of a South Carolina girl's helping the Republican Party.



FAVERSHAM IN "THE SQUAW MAN"

So quietly did **Owen D. Young**, chairman of the board of General Electric Co. and father of the Young Plan for War reparations payment, arrange his marriage to Mrs. Louise Powis Clark that no newspaper carried a line about it until the morning of the wedding. The ceremony took place in St. Augustine, Fla., where the bride has a winter home. The new Mrs. Young is an attractive matron of 50, already twice-married and twice-widowed and the mother of three children, the youngest of whom is nine years old. Her mother's ancestors were Goodmans, Dunhams and Hathaways who came over on the *Mayflower*. She is an oldtime friend of Mr. Young, who is 62, and of his first wife, who was married to Mr. Young for 37 years and died in 1935 of a heart ailment.



MRS. OWEN D. YOUNG



MRS. DEL CAMPO

In Yuma, Ariz. **Mary Astor** who was, next to Mrs. Simpson, the most famed American woman of 1936, married Manuel Del Campo, a young Mexican. Miss Astor flew back alone to Los Angeles, cold and shivering, to tell reporters: "I just took a boy friend to the border." Mr. Del Campo flew alone to Mexico City where his father had died two days before. He was met at the airport by his grim and hysterical relatives at whom he screamed: "Deny everything!" After Miss Astor had warmed up over a cup of coffee and read newspaper reports of her marriage (above), she admitted that she really had married Del Campo. Then Mr. Del Campo admitted it, too. He is 24, comes of an aristocratic but impoverished Mexican family. Miss Astor, who is 30, said that he would make a fine stepfather to her daughter Marylyn, object of the custody fight which brought Miss Astor's famed diary to light last summer.



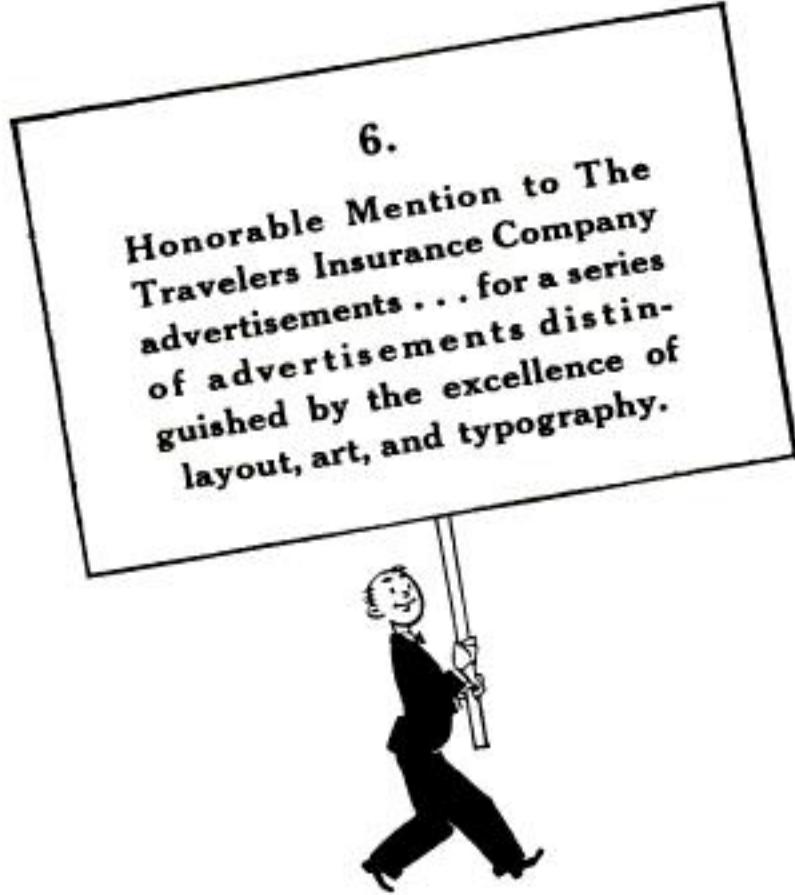
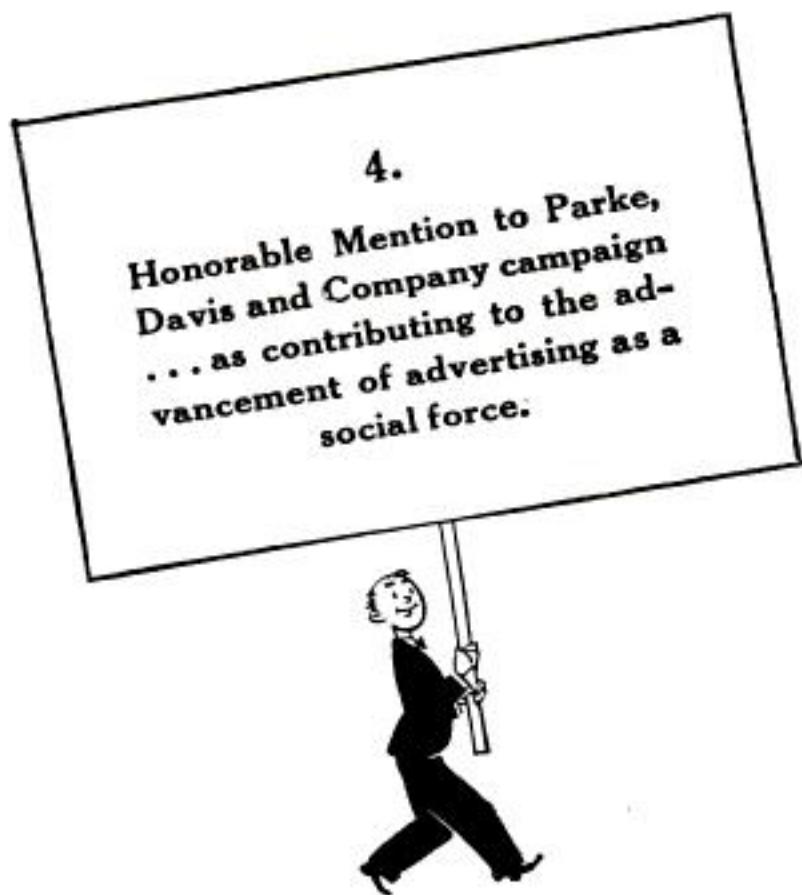
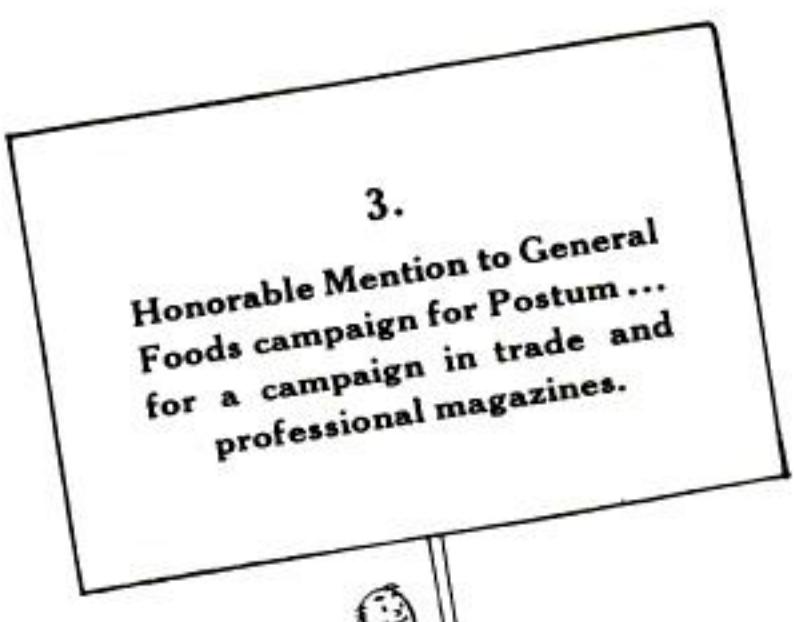
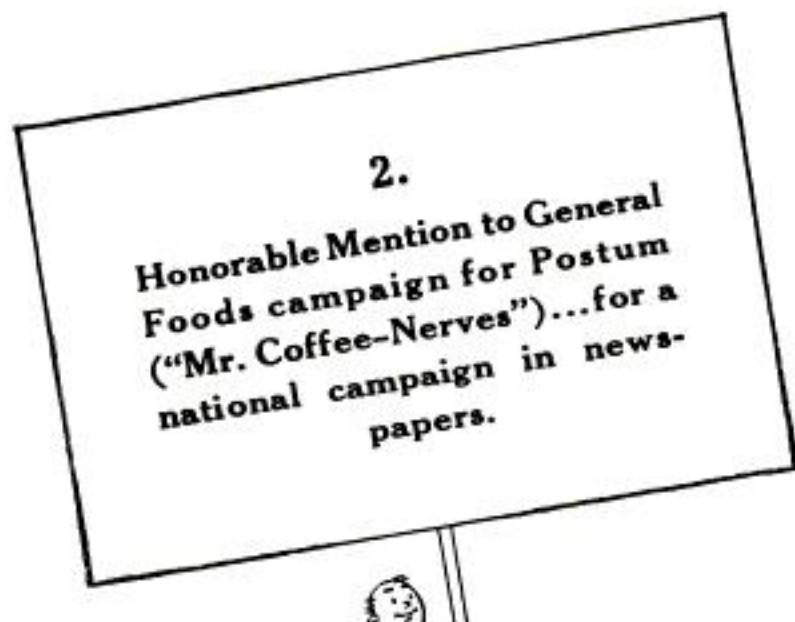
McCLELLAND BARCLAY, REPUBLICAN POSTER AND MODEL-FIANCÉE

SIX

IN THE Annual Advertising Awards, Young & Rubicam received six citations for publication advertising—twice as many as any other advertising agency.

This is the second year in a row that Young & Rubicam has led all other agencies in the number of Awards.

The six follow:



NATURALLY, we are pleased to get these awards.

But we don't for a minute lose sight of the fact that the object of advertising is not to win prizes but to sell goods.

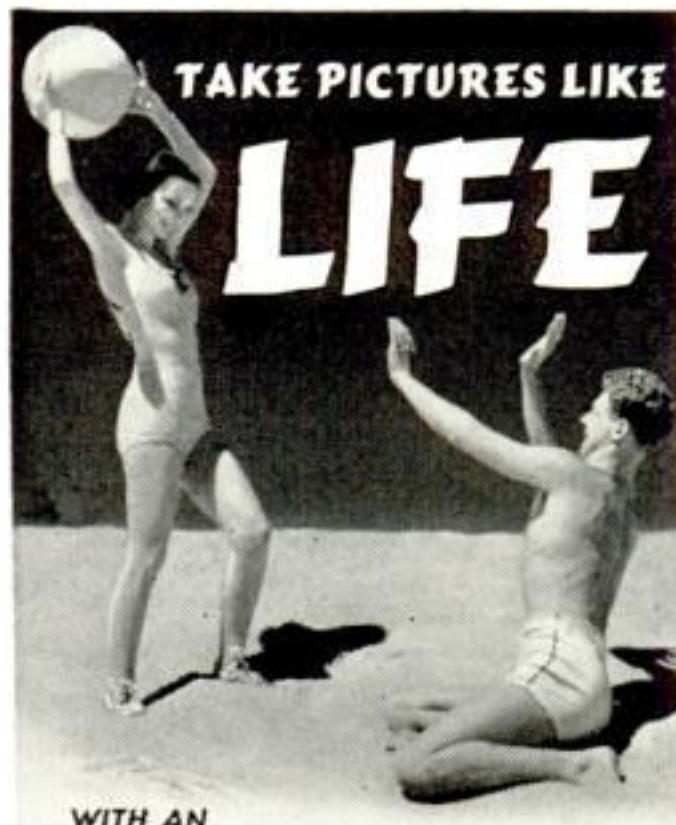
So we're most proud that more than 60% of our present business is additional billing resulting from growth of accounts, and from additional accounts given us by clients as a reward for work done.

Young & Rubicam, Inc. ADVERTISING
NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO



SPEED

In keeping with modern hustle and bustle and the need to save time, the LaSalle is ideal—in the center of everything, a few blocks to leading office buildings, the courts, the insurance companies, the banks—the wholesale and retail shopping districts—the movies, the theatres. And more—LaSalle is Chicago's newest hotel—new elevators, restaurants, bars, new ultra-modern, extra comfortable rooms and suites. The service—everyone knows it's foremost in friendliness!



WITH AN

argus CANDID CAMERA

Catch life on the wing! It's easy with a real "miniature camera."

Thousands are buying the Argus—a precision-built camera at a popular price.

Equipped with a super-speed f 4.5 Anastigmat lens—fast, action-stopping shutter (1/25 to 1/200 sec.). Uses inexpensive 35 millimeter motion picture film—36 exposures in one loading.

So small and compact it travels with you anywhere—always ready. Takes brilliant, sharp pictures—rainy day, night, stage and natural color shots. Complete line of accessories available for full-fledged "miniature" operation.

See at all
camera deal-
ers or write
today for
literature.



INTERNATIONAL RESEARCH CORPORATION
133 FOURTH AVE. ANN ARBOR, MICHIGAN

Vol. 2, No. 9

LIFE

March 1, 1937

REG. U. S. PAT. OFF.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN AMERICAN COPYRIGHT CONVENTION
COPYRIGHT, 1937, BY TIME INC.

Speaking of Pictures	4
War on Cancer	11
LIFE on the American Newsfront	18
Strip Plowing	22
Belgrave Babies	24
Silver Fox	26
Court Tennis	28
Benton Murals	32
Beauty by Rubinstein	39
Match Trick	45
Joan Crawford	46
Movie of the Week: The Last of Mrs. Cheyney	47
Mrs. Tone at Home	50
The Camera Overseas	52
Private Lives	60
LIFE Goes to a Party	64
Letters to the Editors	68
Pictures to the Editors	71

THE FRONT COVER IS A PHOTOGRAPH OF 274 LABORATORY MICE TAKEN FOR LIFE BY HENRY M. LESTER.

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell, John S. Martin.
PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Thos. D. McAvoy, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, David Cort, George T. Eggleston, Geoffrey T. Hellman, Dorothy Hoover, Joseph Kastner, A. K. Mills, Willard D. Morgan, Paul Peters, Howard K. Richmond, Joseph J. Thorndike, Jr.

CIRCULATION OFFICE: 350 East 22nd Street, Chicago, Illinois.

U. S. EDITORIAL AND ADVERTISING OFFICES: 135 East 42nd Street, New York. London Editorial office: Dean House, 4 Dean Street, London. Paris Editorial office: 52 Avenue des Champs Elysees, Paris.

CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions, however, whether professional or amateur, will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same, either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, 135 East 42nd Street, New York.

SUBSCRIPTION RATES: One year in the U. S. and Possessions, \$4.50; in Canada, \$5.00.

LIFE'S PICTURES



HENRY M. LESTER, co-author with Willard D. Morgan of the *Leica Manual*, took many of the photographs for LIFE's cancer story (see pages 12 to 15 and also front cover). He has made many a still and motion-picture photographic study of operations from appendectomy to plastic surgery, perhaps his most famous being a movie in full color of the transplanting of a cornea, taken at Manhattan's Medical Center.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

4, 5, 7—HARRY WHITTIER FREES
11—BERNARD HOFFMAN
12—DR. GEO. O. GEY, COURTESY DR. WARREN H. LEWIS—ACME, KEY., BLACKSTONE, P.L.—BACHRACH, W.W.—ACME, WM. F. PAYNE, COURTESY STATE INST. FOR STUDY OF MALIGNANT DISEASES—P.L.—HENRY M. LESTER, COURTESY MEMORIAL HOSPITAL, W.W.—HENRY M. LESTER, COURTESY MEMORIAL HOSPITAL *exc. top lt.* BERNARD HOFFMAN
14—HENRY M. LESTER, COURTESY MEMORIAL HOSPITAL. *Bot. row* WM. F. PAYNE, COURTESY STATE INST. FOR STUDY OF MALIGNANT DISEASES
15—HENRY M. LESTER, COURTESY MEMORIAL HOSPITAL *exc. l. lt. and l. rt.* WM. F. PAYNE, COURTESY STATE INST. FOR STUDY OF MALIGNANT DISEASES
16—WM. F. PAYNE, COURTESY STATE INST. FOR STUDY OF MALIGNANT DISEASES *exc. lt. cen. KEY. and rt. cen. HEYER-KEY.*
17—BERNARD HOFFMAN—MARCH OF TIME—WM. F. PAYNE, COURTESY STATE INST. FOR STUDY OF MALIGNANT DISEASES
18—THOS. D. MCALVOY, P.L., W.W.—W.W.—W.W., THOS. D. MCALVOY
19—P.L.—ACME *exc. cen.*, INT.—FAIRCHILD AERIAL SURVEYS—PETER STACKPOLE
20—FAIRCHILD AERIAL SURVEYS—INT.—FAIRCHILD AERIAL SURVEYS—INT.—DEPT. OF AGRICULTURE
24, 25—P.L.
26, 27—WILLIAM VANDIVERT
28, 29, 30, 31—MARTIN MUNKACSI
32—TOWNSEND GODSEY—EISENSTAEDT-PIX
33—TOWNSEND GODSEY (2)—EISENSTAEDT-PIX, CULVER SERVICE
34—EISENSTAEDT-PIX
39—EISENSTAEDT-PIX
40—CHARMANTE STUDIO *exc. l. lt. and l. rt.* EISENSTAEDT-PIX
45—MAURITIUS-VERLAG-B.S.
46—MARTIN MUNKACSI
47—Performance shots GRAY-O'REILLY *exc. top and l. rt.*
48—Cen. CULVER SERVICE, P.L. C. E. EBY—E.F. EBY, ROWLAND SMITH, W.W.—CULVER SERVICE (2), KEY.
49—CULVER SERVICE—PAUL THOMPSON PHOTOS EISENSTAEDT-PIX, W.W.—CULVER SERVICE (2), M-G-M
50—REX HARDY JR. *exc. cen.* HURRELL-M-G-M and *l. rt.* GRAYBILL-M-G-M
51—HURRELL-M-G-M—REX HARDY JR.
52—P.L., *exc. l. rt.*, W.W.
53, 54—P.L.
55—INT.—EUROPEAN *exc. cen.*, PIX—INT., W.W. (2)
56—PIX
57—PIX *exc. top lt.* P.L.
58—W.W.
59—HARRISON FORMAN
60—P.L. (3); *bot. row* CULVER SERVICE, ACME
62—HENRY M. LESTER
64, 65, 66, 67—MCNEELY PHOTOS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE; EXC. EXCEPT; L., LOWER; LT., LEFT; RT., RIGHT; B.S., BLACK STAR; INT., INTERNATIONAL; KEY., KEYSTONE; M-G-M, METRO-GOLDWYN-MAYER; P.L. PICTURES INC.; W.W., WIDE WORLD.

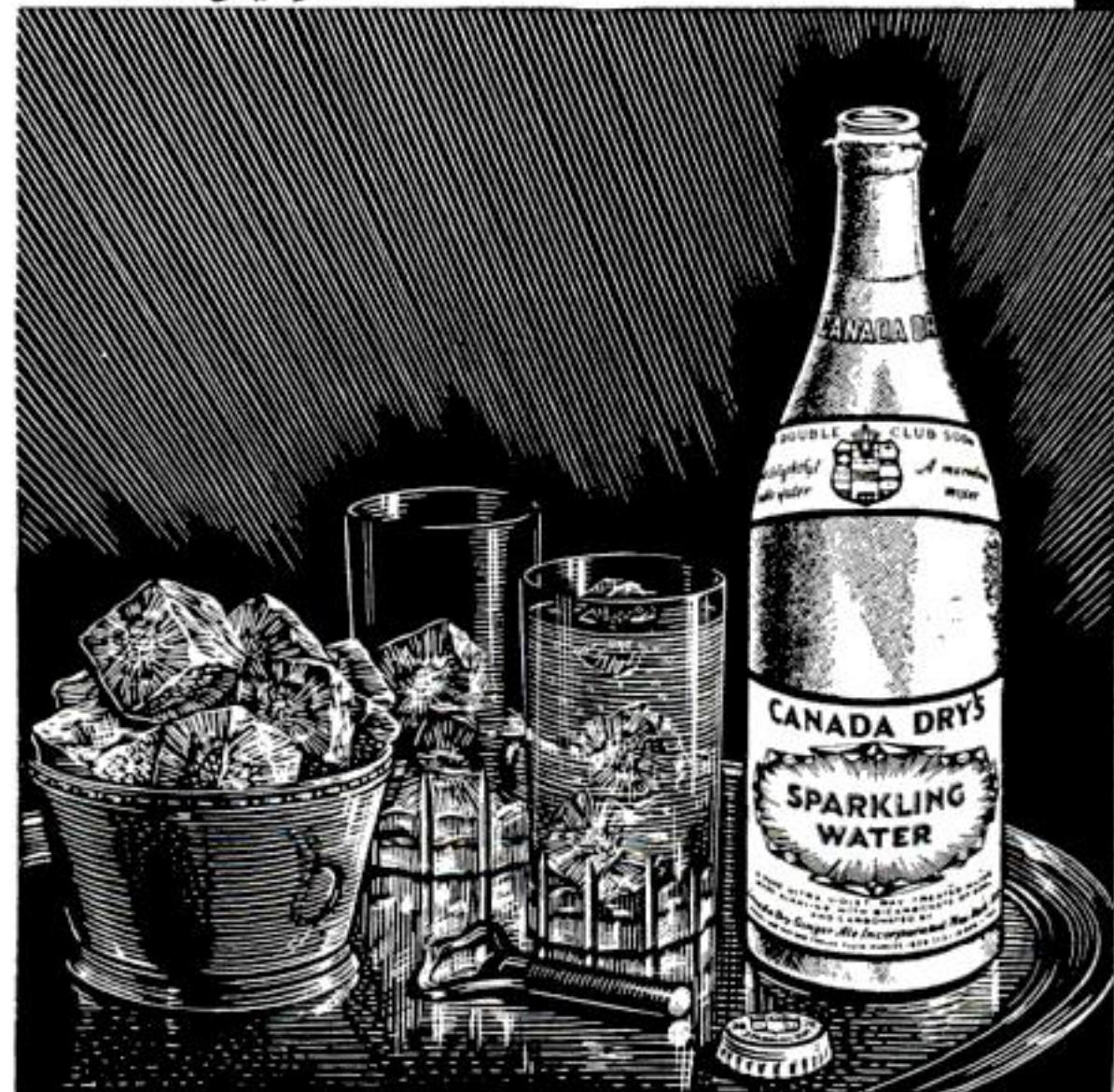
FRESH *at the* **FINISH!**

It's trained on
PIN-POINT CARBONATION



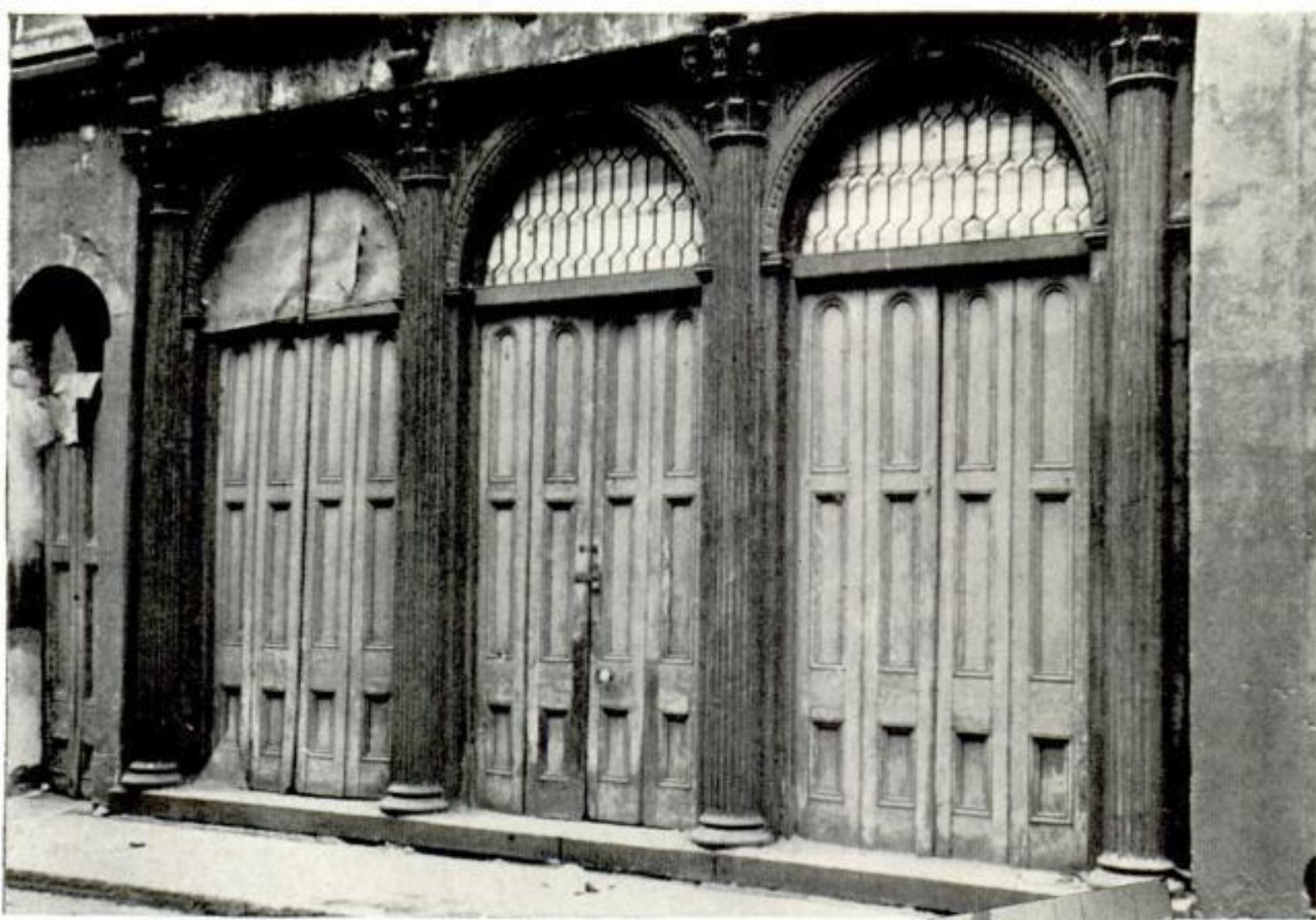
Lots of highballs are lively when you *start* sipping 'em. It's what they're like at the *finish* that counts. A highball mixed with Canada Dry's Sparkling Water will taste fresh to the final sip because the sparkle *lasts*. You can leave an opened bottle of this extra lively water in your refrigerator and twenty-four hours later the zest will still be there. Or pour some into a champagne glass and judge its superiority as the experts do...by its clear, steady effervescence. Canada Dry's Water has a real "Champagne" Sparkle...the result of Canada Dry's own special process, PIN-POINT CARBONATION. Now at new low prices.

CANADA DRY'S SPARKLING WATER
THE WATER WITH THE "Champagne" SPARKLE



Life Goes to a Party

WITH SOME HIGHBORN MYSTICS AND SOME ARISTOCRATIC MYTHS AT THE MOBILE MARDI GRAS



Behind these doors, a century old, frolic the Infant Mystics.



In this secret den an Infant Mystic discards his sack suit for a more occult costume in which to mystify fellow-Mystics at the annual ball.



A proud darkey admiringly holds up a mirror in which his Mystic master may study the fine effect produced by costume, mask and wig.

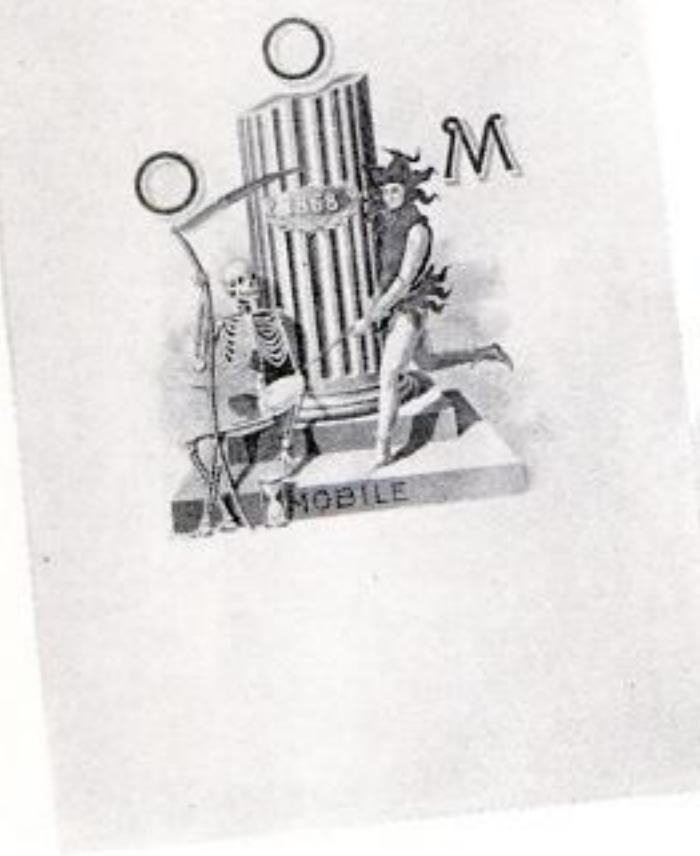
Cat, elephant and knight-at-arms embellish the Infant Mystics' invitation.



Refreshments are in order in the secret den as Infant Mystics don their elaborate party regalia prior to their 69th annual ball and parade.



The Infant Mystics
Request the honor of your presence
at their
Sixty-ninth Anniversary
Belle House Auditorium
Monday evening February the eighth
nineteen hundred and thirty seven
as right Sixty seven
Costume de Rigueur



The O.O.M.
desire the honor of your presence
at the celebration of their
Seventeenth Anniversary
Battle House Auditorium
on Tuesday evening, February the ninth
1937

Line attached

Costume de Requiem

Carnival gaiety on Shrove Tuesday was enhanced by the Order of Myths, whose invitations bore the society's ancient device showing the triumph of Folly over Death.



Signal for the first dance at the O.O.M. ball is the Queen's exit from a Cellophane-covered coffin (rear, center). At left, Death has a cup of coffee.



Folly routs Death at the O.O.M. ball, leaving the O.O.M. Captain & Queen to make merry. Left to right: Captain, Queen, Death, Folly.

WHAT TO DO AROUND *Seattle*



Monday MT. RAINIER



Tuesday PUGET SOUND



Wednesday . . . OLYMPIC PENINSULA



Thursday PACIFIC OCEAN



Friday SALMON or TROUT Fishing

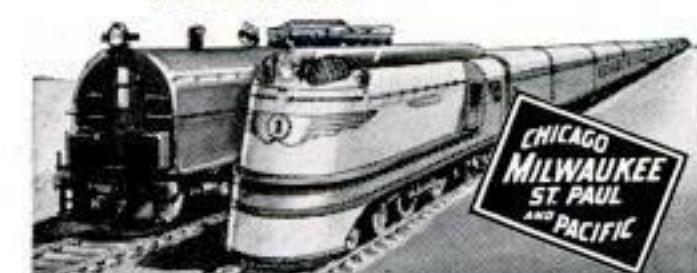


Saturday-Sunday . SEATTLE-TACOMA

This is a sample of vacation days in the Pacific Northwest. The cost? Surprisingly low. Lowest fares on the OLYMPIAN—electrified over the Rockies to the Sea. Fares as low as 2¢ a mile. Pay-as-you-go or travel on the All-Expense plan. Write for free literature.

GEO. B. HAYNES, Passenger Traffic Manager
Room 917, Union Station, Chicago

**The MILWAUKEE
ROAD** THE OLYMPIAN
THE HIAWATHA



NAPOLEONIC

In this chair sat Napoleon Bonaparte when in 1814 he signed his decree of abdication. Typical of the Empire style, it has become one of the treasured examples of period furniture.



Modern

Royalchrome

chairs may be ranked as "period" pieces when time rolls 'round to 2060, but today they and other Royal products are living reminders of metal furniture pioneering in the U. S.; as fine examples of originality, usefulness, beauty and craftsmanship, as any era has seen.

So distinctive are Royal furnishings (chairs, stools, tables, desks, porch and terrace settees, dressing tables and the like), so great their utility and versatility, that the public demands more than Royal can* supply. This we regret—but not to the point of coveting "volume" at the sacrifice of workmanship and other ingredients which establish Royal as synonymous with quality.

Whether we can fill your order or not, one of our dealers or we will gladly supply you with a catalog if you are interested.

ROYAL METAL MANUFACTURING CO.

Michigan Boulevard at
11th Place
CHICAGO

NEW YORK—LOS ANGELES—
TORONTO

Royal

"Metal Furniture Since '97"

*Purposely limited to \$1,500,000 is the annual sale of Royal furniture. Reasons: Company's chief executive thus permitted to personally watch quality; to know each worker by name; salesmen thus relieved of constantly rising quotas, and the necessity of high-pressure unwilling buyers. If dealers cannot supply, buy from Royal's worthy competitors.



Donning a tunic in the society's highly-decorated den, an Infant Mystic is helped by his servant to make ready for the ball.

A royal kiss is planted with right royal gusto by the Carnival's King, Allan Cameron, on the lips of Queen Cornelia McDuffie.

The King & Queen of the Mobile Carnival, visiting the Infant Mystics Ball, lend color to an already colorful affair.



Life's Party

(continued)

AT Mobile's 105th Mardi Gras Carnival, parades, dinners and costume balls made the city a centre of carefree celebration in which nearly all 70,000 inhabitants joined. Presiding at various festive functions was Allan Cameron, handsome young Mobile attorney who was named Carnival's King Felix III, and his Queen, Miss Cornelia McDuffie, daughter of Federal Judge John McDuffie (see below). On Shrove Tuesday, following the Infant Mystics Ball the night before, all banks and many other businesses closed shop, giving many a good citizen a chance to recover from Monday's fling, concentrate on Tuesday's fun without workaday distraction.



Ash Wednesday in Mobile is ushered in like this by a fun-loving reveler.

YOU DON'T HAVE TO BE RICH TO ENJOY RICH WHISKEY

**BROTHERS! Don't you want
to save your dimes?**

In penthouse, prairie, factory,
and farm—millions are finding—
“there's a barrel of quality in every
bottle.” It bears the Schenley
Mark of Merit.

SCHENLEY'S

OLD QUAKER

90 PROOF

STRAIGHT WHISKEY...AS YOU PREFER IN BOURBON OR RYE

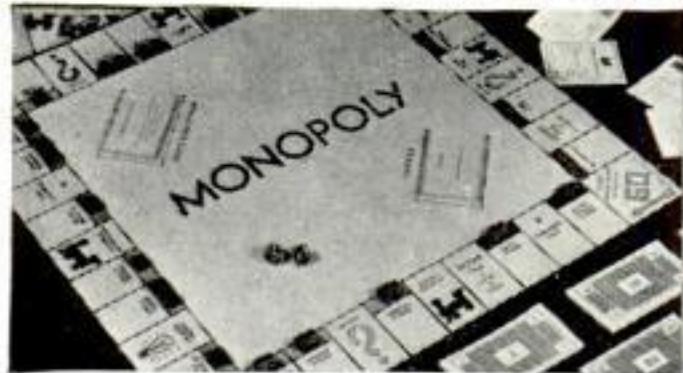
COPYRIGHT 1937, THE OLD QUAKER CO., LAWRENCEBURG, IND.

Famous PARKER GAMES

MONOPOLY

The "Best Seller" and Most Popular of all Games

Many styles running from a Junior set at \$2 to De Luxe Sets at \$10 and \$25.



Important New Game

BULLS and BEARS

REG. U. S. PATENT OFFICE

By Mr. Charles B. Darrow
who developed MONOPOLY



BULLS and BEARS! Real stock-market excitement. Buy, Sell or Corner your favorite stock. Lively, Active and Great Fun! Easy to learn; easy to play!

Complete with stock certificates, stock-exchange seats, playing pieces and the best of stage "money." For 3 to 6 players. \$2.

The

JURY BOX

Unique Detective Game
By Mr. Roy Post

A Great Party Game for any number of Players with six thrilling problems that will intrigue all amateur detectives. Published in series. Series Nos. 1 and 2 now ready. \$1 per box.



A brilliant strategic game for Men and Boys. One Hundred times livelier than Checkers. Easily learned. One of the few really great games.

\$1, \$2 and \$5 per Set

AT ALL LEADING DEALERS

PARKER BROTHERS INC.
SALEM, MASS. NEW YORK LONDON

LETTERS TO THE EDITORS

Social Comment

Sirs:

Regarding the lead photograph in your Feb. 15 issue captioned: "The Flood Leaves . . ." Margaret Bourke-White is a truly great photographer and, in exhibiting the editorial courage to print her photographic social comment, you are in the way of becoming great editors.

LOUIS C. STOUMEN
Bethlehem, Pa.

Dry Blytheville

Sirs:

At the top of p. 10, of your Feb. 8 issue, there is a picture of a wagon with about ten people in it, with the water over the hubs of the wheels. The explanation underneath, is as follows: "Belly deep in water, two horses pulling a wagon of refugees out of Blytheville, Ark. It was one of the last loads to get through the rising waters." The two horses are mules. They are not pulling any refugees out of Blytheville, Ark. The writer is the chairman of the Blytheville Red Cross and keeps records on all refugees who move out of Blytheville. No wagon load of refugees has left Blytheville in 1937. It is true that a train load was shipped away from here, and there may have been automobile loads and truck loads, but no wagon loads.

There has not been a drop of flood water closer to Blytheville, in 1937, than four or five miles.

C. A. CUNNINGHAM
Chairman
American Red Cross
Blytheville, Ark.

Sirs:

Blytheville, Ark. has had no water from floods for more than forty years.

J. MELL BROOKS
Secretary
Blytheville Chamber of Commerce
Blytheville, Ark.

Sirs:

The city of Blytheville is not under water, and has not been under flood waters since the overflow of 1897. In fact, the nearest flood waters are over ten miles from the city. We have been reliably informed that there never has been any danger. . . .

CECIL SHANE
Mayor
Blytheville, Ark.

Sirs:

Blytheville is not under water, and is not likely to be.

JAY S. SMITH
President
Blytheville Hi Student Council
BILL V. HARRISON
President
Blytheville Hi Senior Class
Blytheville, Ark.

A Rancher Objects

Sirs:

By the adroit use of photography, pictures in LIFE, Feb. 8 convey to its readers the wrong impression of cattle ranching in the Northwest. I object! Modern cattle ranches in the Northwest do not calve during winter months. . . . They begin calving the last of March and continue throughout the next sixty days.

Forced feeding as shown is no longer a practice on the Western range. Not only is it injurious to

the cow but there is a chance that she would never again claim her calf. On modern ranches if forced feeding is necessary the cow is driven to a barn or to a hay corral. There she is tied standing and the calf is forced to nurse in a natural position. . . .

MARY McFARLAND WHITE
Two Dot, Mont.

Mary McFarland White's quarrel is with able Rancher George Belden of Pitchfork, Wyo. who supplied LIFE with the photographs and caption material for "Winter on the Range." —ED.

Spring Turning

Sirs:

Why would you waste so much worthless space on such an abortion as that *Spring Turning*? (Feb. 8).

To my mind there is very much more art in "Lotus" either fore or aft, and the man who took the photograph of the cattle shown on page 42 is more of an artist than Grant Wood will be if he lives to a hundred.

F. S. COBB
Hopkinton, Mass.

Lotus

Sirs:

The pictures of "Lotus Fore" and "Lotus Aft" in the Feb. 8 issue are a joy to behold. I want copies for framing that my young son may, in time, have an opportunity of appreciating the larger things of LIFE.

SEWARD A. COVERT
Cleveland, Ohio

At the Cross Roads

Sirs:

The article on the Oxford Group (Feb. 15) and the illustration was so disgustingly low, that I couldn't believe such a thing could be sent out to the public everywhere. In the first place the Oxford Group is an earnest group of people trying to live as far as they are able to the principles and teachings of Jesus Christ. Then you dare to publish a photograph which is not only ridiculous but is positively indecent. Christ's religion is at the cross roads today, does LIFE want to go on record as pushing it further into the discard?

I am not an Oxford Grouper but I am one of your subscribers and a highly disgusted one.

REBECCA HALLOWELL
Boston, Mass.

Diana Dollar's Honeymoon

Sirs:

I just looked at your Feb. 8 issue and noticed an article concerning the marriage of the former Miss Diana Dollar and Mr. Joseph Hickington, a Rhodes Scholar and former fellow student of mine. You stated that if the strike was over they would have had a Dollar Line honeymoon; but the strike didn't end and they were forced to their automobile.

Maybe what you said might have come true had not the strike terminated just last week. As it happened Diana and Joe sailed on the S. S. President Hoover out the Golden Gate for what should be a marvelous honeymoon.

CARTER JOHN ROGERS
Berkeley, Calif.

Mother—STOP DIAPER DRUDGERY for 3c a day



Use Babypads inside cloth diaper, remove and flush away when soiled. Soft, safe, sanitary, Babypads end unpleasant diaper care for mother; protect baby's tender skin from the risk of painful diaper rash. 250 for \$1 or 50 for 25¢ at Department and Drug stores. For FREE full day's supply, write DENNISON'S Dept. BC-270 Framingham, Mass.

DENNISON'S BABYPADS

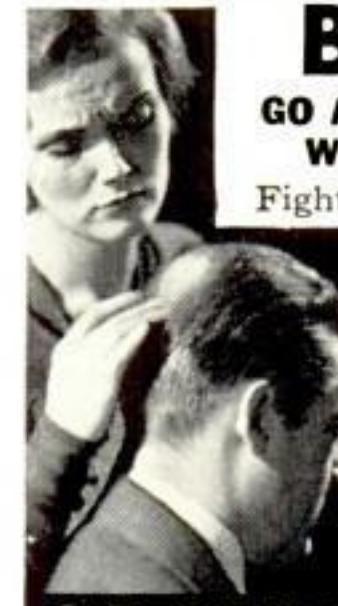
STOPS ITCHING!



New Substance... New Action!

"Athlete's Foot"—rashes—eczema—common skin disorders stop itching and burning in minutes if you treat skin with HYDROSAL! Not like any old-fashioned salve or lotion. "Colloidal" discovery helps nature ideal way to soothe and relieve. Astringent; refines skin. Used by doctors for years; accepted by Good Housekeeping Bureau. At drug stores, liquid or ointment—30¢, 60¢.

Hydrosal



BALD!

GO AFTER THAT SPOT WITH GLOVER'S!

Fight baldness by helping your scalp perform its natural function through regular, persistent use of Glover's Mange Medicine. Millions have done it this way. Shampoo with Glover's Medicated Soap. Sold at all druggist's. Or have your Barber give you Glover's.

GLOVER'S MANGE MEDICINE

SUFFERERS FROM

PSORIASIS

use DERMOL

Dermol is being used by thousands of men and women to secure relief from the effects of this ugly skin disease often mistaken for eczema. Apply it externally. Does not stain. Grateful users, often after years of suffering, report the scales have gone, the red patches gradually disappeared and their skin became clear again. Dermol is backed by an agreement to give definite benefit in 2 weeks or money is refunded without question. Beautiful book on Psoriasis and Dermol Free, or send 25¢ for generous trial bottle and amazing proof of results. Give druggist's name and address. Your name not mentioned. Prove it yourself no matter how long you have suffered or what you have tried. Don't delay. Write Today. LAKE LABORATORIES, Box 6, Northwestern Station, Dept. L-7, Detroit, Mich.

Enjoy your trip
Mothersills
SEASIDE REMEDY
Makes "Deck Activities" Enjoyable
And Tea a Welcome Event



Do You Suffer Vitamin Shortage?

People Don't Know Whether They Get ENOUGH VITAMINS with Their Meals—Until Ill Health Shows It

But—by Adding ONE FOOD to Your Daily Diet, You Can Be Sure of a REGULAR SUPPLY of These 4 VITAMINS Every Day



Undersupplied with Vitamin A

YOU CATCH COLD more easily and more often if you are not getting enough Vitamin A. For without enough of this vitamin, membranes of the nose and throat are weakened, and your general resistance lowered. Eat Fleischmann's fresh Yeast daily to assure yourself a regular ADDITIONAL supply of this important vitamin.

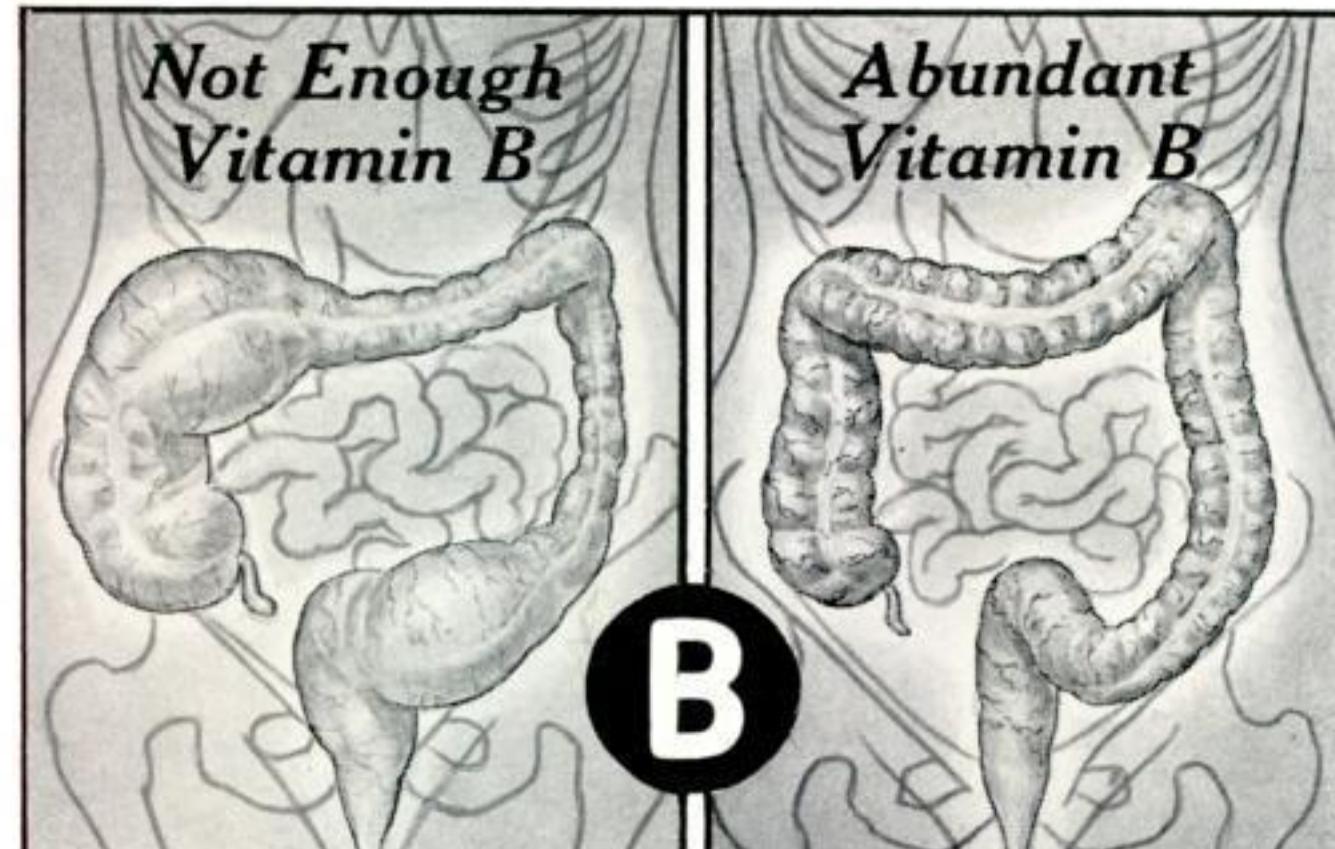


RED ROLFE
husky third baseman of the Yankees—
has the strong physique and untiring
energy that show he gets his full share of
these 4 health-building vitamins.



Lack of Vitamin D

SOFT BONES followed by bowlegs and knock-knees often result from too little Vitamin D—the BONE VITAMIN.* An ample supply of this vitamin is essential to babies and young children. To assure her child having a good foundation for straight, strong bones and good teeth, the mother should have ample Vitamin D in her diet during pregnancy and while nursing. Fleischmann's Yeast contains a rich supply of this BONE VITAMIN.



DISTENDED BOWELS (as shown above), sagging stomach and weakened nerve control may result from an undersupply of Vitamin B—the NERVE VITAMIN.*

STRONG, healthy intestines and bowels (as pictured above) require an ample daily supply of Vitamin B—the NERVE VITAMIN. Eat Fleischmann's Yeast every day to increase your supply of Vitamin B. It is one of the richest natural foods in this vitamin.



Too Little Vitamin G means poor growth

WEAK, thin, irritable children are often found to be poorly supplied with Vitamin G—the GROWTH VITAMIN. Everyone needs a generous supply of this vitamin regularly to assure proper development of body tissues, and lay a foundation for good health. Fleischmann's Yeast is rich in Vitamin G. Children from 5 to 12 years can be given 1 to 2 cakes a day.

MANY PEOPLE today are the victims of chronic ill health because their everyday meals do not provide *enough* of these 4 essential vitamins—A, B, D and G.

A shortage of even *one* of these important food elements can undermine your vitality and lower your resistance to disease.

But, by adding one SPECIAL food to your ordinary diet, you can be sure of getting a regular EXTRA supply of these 4 health-building vitamins *in addition to what your meals supply.*

That one food is FLEISCHMANN'S fresh YEAST. It is the only natural food that furnishes such a rich supply of all 4 of these vitamins at once.

Just eat 3 cakes of Fleischmann's fresh Yeast daily—one cake about $\frac{1}{2}$ hour before each meal. Eat it plain, or dissolved in a little water. Start today to build up your vitamin health this simple way. Order 2 or 3 days' supply at a time from your grocer. Fleischmann's Yeast will keep perfectly in your icebox.

Copyright, 1937, Standard Brands Incorporated

Advertisement

A GENTLEMAN'S GENTLEMAN FROWNS ON SQUIRMING



SO DOES A GENTLEMAN'S LADY

Do you twist and fidget when you have to sit still for a while?

Do you drive everyone crazy, including yourself, when you have to sit through a bridge game, a movie, or an evening at home?

In other words, are you a *squirm*? If so, here's the answer to your prayer for sitting comfort.

It isn't the way your tailor fits your clothes. It's the way you buy and wear your underwear. It may be a perfect fit around your waist. But that's not what you sit on.

Don't be a misfit just because your underwear is. Don't resign yourself to a life of *squirming*. Don't become a nervous nonentity just because your underwear doesn't fit everywhere it should.

Call your haberdasher and have him send you a set of Y-Fronts. Coopers masculinized shorts make sitting a joy and *squirming* a thing of the past. They fit you everywhere.

The ingenious Coopers Y-Front gives you snug, comfortable support in any position. No bunching, no binding, no buttons. Four lengths: Jockey, very brief; knee length; Oxford, just below the calf; and ankle length. Shirts—sleeveless or wing sleeve. The garment \$.50 and up at your favorite men's store.

Coopers
INC.

KENOSHA, WISCONSIN

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • SEATTLE
In Canada: Made and Distributed by MOODIES, HAMILTON, ONT.

MASCULINIZED UNDERGARMENTS
HOSIERY • SPORTSWEAR



MOVIES COST LESS THAN SNAPSHOTS!

Have you seen the sensational new UniveX Cine "8" that uses 60c UniveX Cine Film—that takes movies at less cost than snapshots? Think of it—action moving pictures at only 6c a scene, including processing charge.

EASY TO OPERATE

The new UniveX Cine "8" is built to last a lifetime. Streamlined! Compact! Equipped with Ilex Univar F:5.6 lens, instantly interchangeable with Wollensak F:3.5; F:1.9; and telephoto lenses. Easiest to load and unload. Backed by written guarantee bond of world's largest unit manufacturers of cameras.

ASK FOR DEMONSTRATION

Go today to your favorite dealer and ask for a demonstration of the UniveX Cine "8", as well as the new UniveX 8 mm. Projector that costs only \$14.95. Don't put off for another moment the thrill of taking and showing theatre-quality movies of your children, your trips—of all the memories you wish to preserve for the years to come.

FREE BOOKLET giving complete details may be secured by writing Dept. 16, Universal Camera Corp., N. Y. C.

UniveX CINE "8" BACKED BY WRITTEN GUARANTEE BOND



Styl-EEZ is the most talked about shoe in America today. Modern minded young executives choose it for its superlative styling. Frequently it is referred to as the smartest looking shoe money can buy. And in addition it has exclusive corrective features, invisibly built in for day-long comfort. See Styl-EEZ in a wide selection of models and leathers at your favorite shoe store or write us for nearest dealer's name.

WALL STREETER SHOE CO.
NORTH ADAMS, MASS.

(Styl-EEZ shoes for WOMEN are made by SELBY SHOE CO.)



\$6.75
UP

PICTURES TO THE EDITORS

Rabbits from Railroad

Sirs:

This is an interesting sight I thought might be of interest to your readers. While en route to the hunting grounds, these hunters show their marksmanship by shooting at straggler rabbits as the train passes through the desert country north of Great Salt Lake. This shot was about the hardest picture I have ever tried to make. The temperature was 5° below zero. The train was going 45 miles an hour. And I was hanging by one hand from the steps on the back of train with my camera swinging gaily in the breeze. Top that one if you can.

RALPH FORNEY

Ogden, Utah



Sylvia Sidney Arrives

Sirs:

Wearing a mink coat and slacks Sylvia Sidney, the movie actress, arrived here Feb. 3 on the Sante Fe *Chief*, expecting to be met by someone who failed to show up. The porter piled up her luggage and she proceeded to wait—and wait—and wait. First she registered disappointment, then disgust and finally downright anger. As you can see in the picture, she kept tapping her left foot in vexed impatience. Was she burned up! Later she received a telegram inside the station, answered a phone call and, for once, refused to pose for any pretty pictures.

BRECY STELLAS

San Bernardino, Calif.



Hansel & Gretel Forest

Sirs:

Roaming around in the wild and rarely visited places high up in the mountains of Savoy County in the Berkshire Hills last summer, I came across a very strange sight. A large grove of white pine trees appeared like a stage setting for *Hansel and Gretel*. Some 300 trees with the most fantastically bent tree trunks made me think for a moment that I had drunk one too many. I finally located the man who planted these trees. He informed me that these trees, when only six years old, were

buried in the unprecedently severe winter of 1921 with a mass of snow and ice, 14 feet deep in most places. For six months this enormous load rested on the trees, before a late spring sun melted it gradually away. By that time most of the trees were bent over completely and their trunks had taken what he calls a permanent set. But soon Nature asserted itself again and started a straightening-out process, the result of which is shown in my picture.

ARTHUR PALME

Pittsfield, Mass.

MINNESOTA

More Marvelous than ever...

10,000 lakes and just as many streams, are 20,000 glorious reasons why you should vacation in Minnesota this summer. Every minute brings new fun; fishing, canoeing, boating, swimming, golfing—or just sweet rest in forest solitude. All Minnesota invites you! Write us—we'll help you plan the ideal vacation.

MINNESOTA
TOURIST BUREAU
244 State Capitol
ST. PAUL, MINNESOTA



PICTURES TO THE EDITORS

(continued)



main chute is ripped and wastes no time getting his auxiliary chute into action. The third and fourth pictures show Franks coming

down to earth. After landing safely, thanks to his auxiliary chute, he explained that a sudden gust of wind had evidently damaged his main chute just when he tried to open it.

ALAN DEWITT
Brooklyn, N.Y.

Auxiliary Parachute

Sirs:

It is my belief that no still camera has ever portrayed, as dramatically as these photos do, the necessity for carrying an auxiliary parachute. In the first picture Jerry Franks, professional parachute jumper, has dived out of the plane and is falling head first, with his unopened parachute trailing behind him. In the second picture Franks discovers his

CRANKED CAR wrenched back

Salesman on job
same day thanks to
Absorbine Jr.



WRITES Salesman J. R.* of New Rochelle, N.Y., "I went out to start the car one zero morning and the engine was so stiff the starter wouldn't budge it. I got out and cranked and wrenching my back so badly I thought the pain would keep me in bed for days. But my wife rubbed in Absorbine Jr. at once and after a few applications I was ready to go out and sell my prospect."

Good old Absorbine Jr. comes in handy so often in the home to ease and comfort aching muscles. Strains, sprains, bruises, muscular rheumatic aches and similar ailments gratefully yield their soreness to its cooling, soothing kindness.

Also famous for Athlete's Foot, Absorbine Jr. is the friend of millions, recommended by many doctors and nurses for more than forty years. Your druggist has Absorbine Jr., \$1.25 a bottle and thrifty because a little goes such a long way. For free sample, write W. F. Young, Inc., 362 Lyman St., Springfield, Massachusetts.

*Based on actual letter in our files

ABSORBINE JR.

Relieves sore muscles, bruises, muscular aches, sprains, Athlete's Foot

LOVELY

Gladys Swarthout

LIFTS HER GOLDEN VOICE
IN PRAISE OF *Pullman*

*This glamorous star of the Metropolitan
and Hollywood writes:*

"In the considerable amount of traveling I must do to fill opera and concert engagements all over this country, I am always grateful for the comfort of the facilities offered by The Pullman Company. And I find also that I never can rest and relax so completely as when I am making a transcontinental trip."

Gladys Swarthout

Deems Taylor, noted Composer and Librettist writes: "I happen to be one of those unfortunates who likes to be places and hates to travel, which is why I wouldn't dream of using anything but a Pullman for any journey of more than fifteen miles. In a Pullman car, you lose all sense of roughing it and high adventure."



A PULLMAN CAR is not a glittering place full of satin drapes and cut glass mirrors. It has the atmosphere of a quiet inviting living room by day, with comfortable beds for restful sleep by night.

Everything's clean in a Pullman car—the seats, the carpets, the bed linen, the towels. In the air-conditioned cars, even the air is cleaned! There's plenty of room, too, where you can stretch and relax and feel at home. These comforts and facilities—plus a courteous conductor and a well-trained porter anxious to please you—are what you'll find in a Pullman car. And it's the safest travel in the world!

In 1935 and 1936 Pullman cars carried over 34 million persons without a single passenger or employe fatality.

You can enjoy Pullman service on railroads throughout the United States and on various lines in Canada and Mexico. Your ticket agent will gladly give you complete information, including its reasonable cost. Or write to

THE PULLMAN COMPANY, CHICAGO

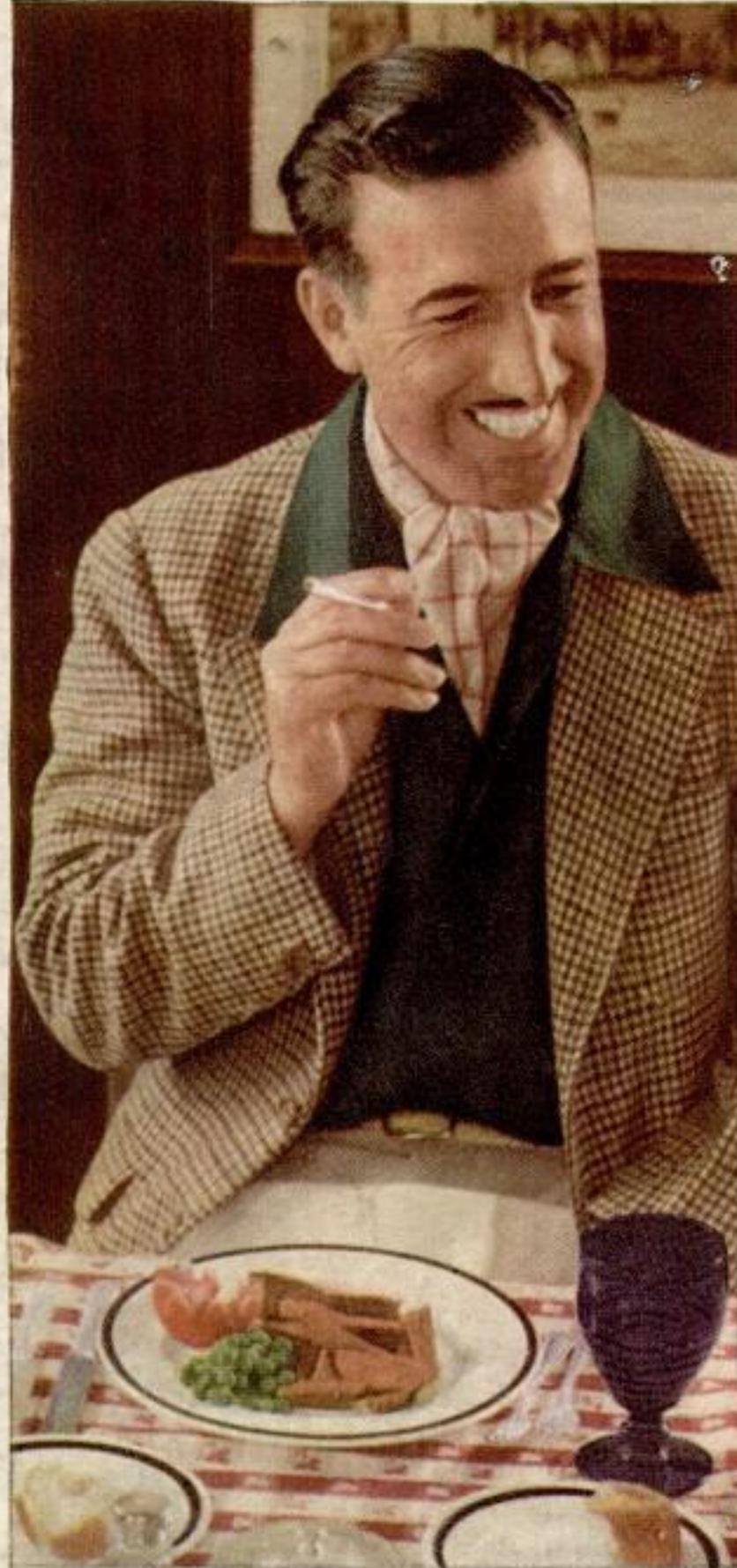
Pullman and Rail—The safe way to go and the sure way to get there



Pullman His Rolling Hotel—Frank Graham, New York Sun sports columnist, writes: "Covering events from coast to coast, I have never lost a night's sleep on trains. On frequent occasions I have preferred to spend the night on a Pullman at sidings, rather than trust myself to a small-town hotel."



"Why I choose Camels..."



NAT'L OPEN GOLF CHAMPION, record-smashing Tony Manero, says: "I had healthy nerves and good digestion on my side. Naturally I would. I'm a hearty Camel smoker. Camels don't get on my nerves. And 'For digestion's sake—smoke Camels' hits the ball right on the nose. When I enjoy Camels, I feel cheered up, enjoy my food more, and have a feeling of ease afterwards."

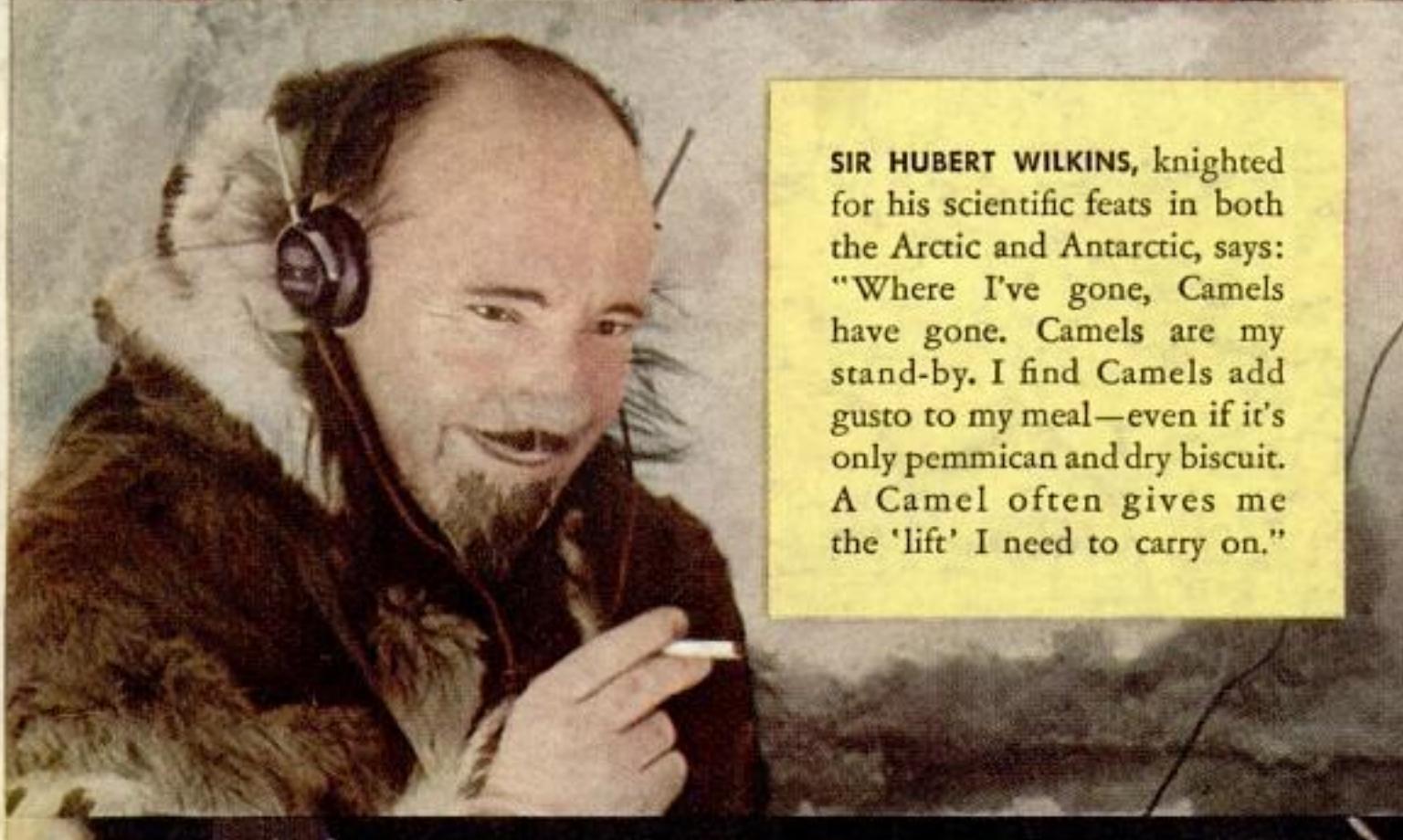
Take up Camels yourself

Enjoy Camel's costlier tobaccos the whole day through. At mealtime, Camels are an aid to digestion—speeding up the flow of digestive fluids—increasing alkalinity—bringing you a sense of ease and well-being. Camels set you right.

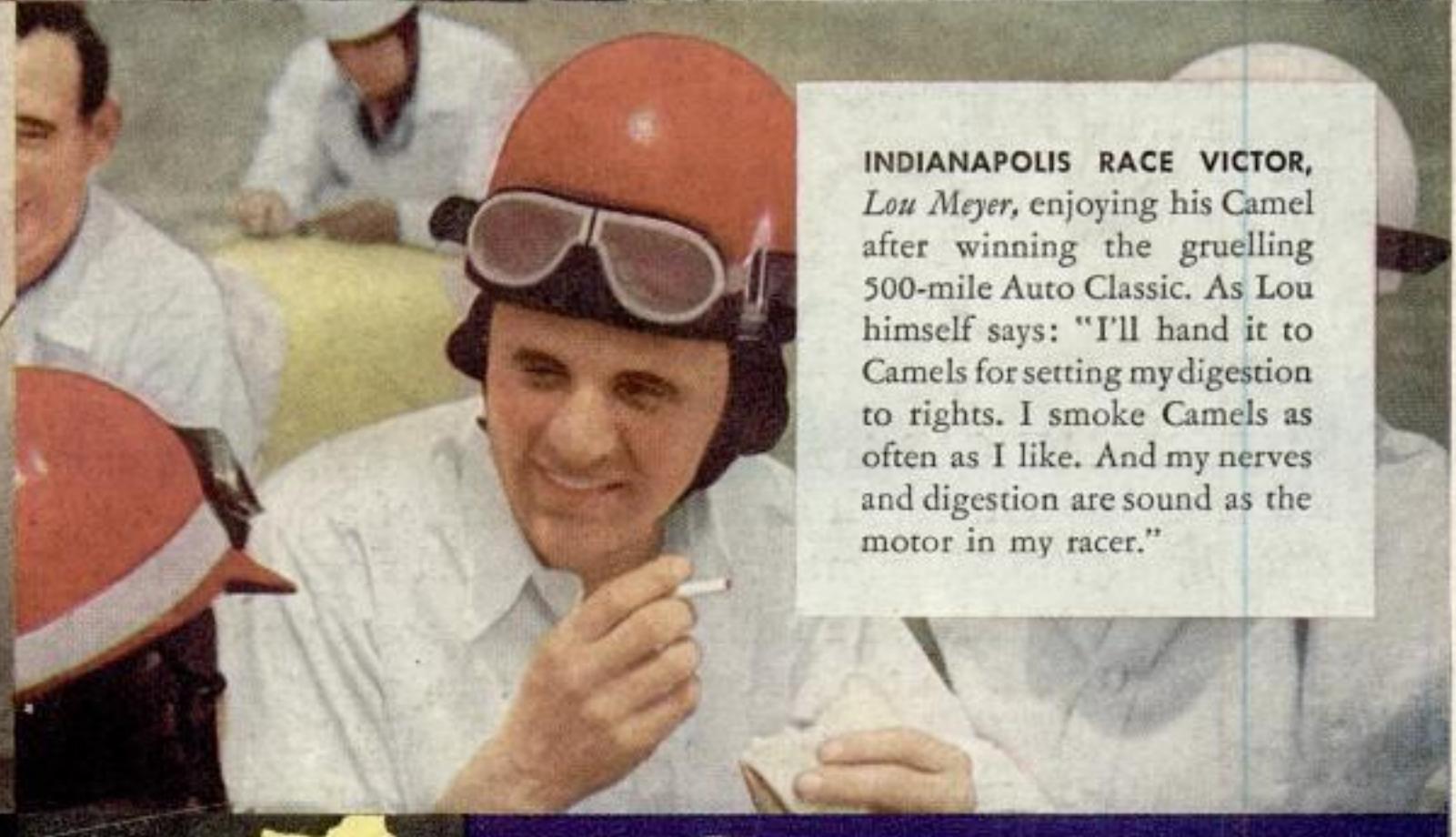
When you're tired—get an invigorating "lift" with a Camel. Steady smokers prefer Camels, for they don't jangle the nerves or irritate the throat.



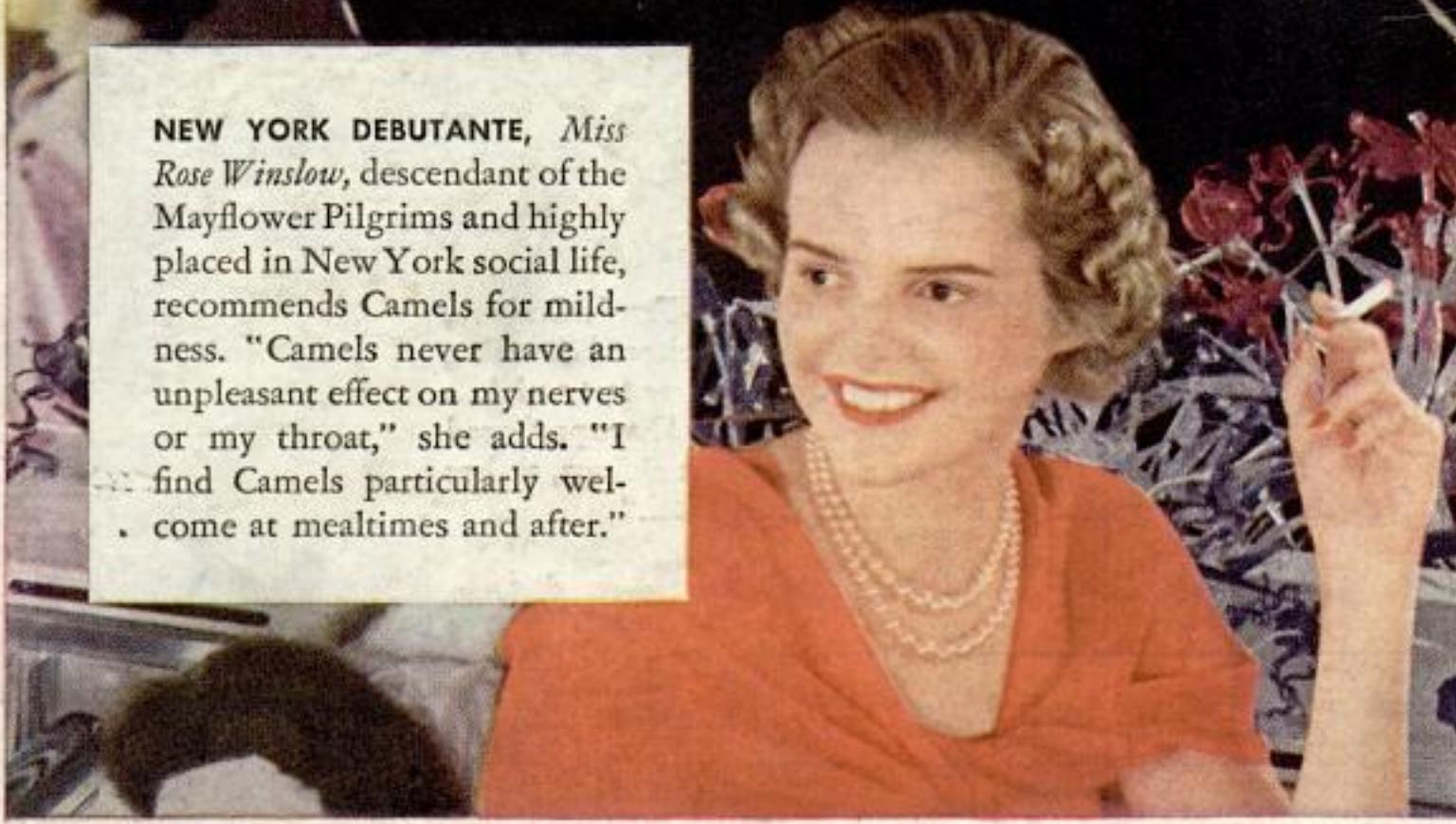
JUNGLE EXPLORER, Lawrence T. K. Griswold, has headed expeditions to Tibet, Komodo, The Amazon, Africa, and the mysterious lost cities of the ancient Mayas. His experience: "Eating in the jungle is no picnic. I look forward to the sense of digestive ease that smoking Camels brings me."



SIR HUBERT WILKINS, knighted for his scientific feats in both the Arctic and Antarctic, says: "Where I've gone, Camels have gone. Camels are my stand-by. I find Camels add gusto to my meal—even if it's only pemmican and dry biscuit. A Camel often gives me the 'lift' I need to carry on."



INDIANAPOLIS RACE VICTOR, Lou Meyer, enjoying his Camel after winning the gruelling 500-mile Auto Classic. As Lou himself says: "I'll hand it to Camels for setting my digestion to rights. I smoke Camels as often as I like. And my nerves and digestion are sound as the motor in my racer."



NEW YORK DEBUTANTE, Miss Rose Winslow, descendant of the Mayflower Pilgrims and highly placed in New York social life, recommends Camels for mildness. "Camels never have an unpleasant effect on my nerves or my throat," she adds. "I find Camels particularly welcome at mealtimes and after."



Copyright, 1937, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

"CAMELS SET ME RIGHT"—STEADY SMOKERS SAY